

2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 1 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

Demographic Summary		2016	2021
Population		1,785	1,821
Population 18+		1,357	1,386
Households		657	667
Median Household Income		\$40,255	\$40,692
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	630	46.4%	98
Bought any women's clothing in last 12 months	608	44.8%	102
Bought clothing for child <13 years in last 6 months	411	30.3%	110
Bought any shoes in last 12 months	702	51.7%	96
Bought costume jewelry in last 12 months	240	17.7%	91
Bought any fine jewelry in last 12 months	267	19.7%	107
Bought a watch in last 12 months	169	12.5%	113
Automobiles (Households)			
HH owns/leases any vehicle	566	86.1%	101
HH bought/leased new vehicle last 12 mo	52	7.9%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,200	88.4%	104
Bought/changed motor oil in last 12 months	821	60.5%	123
Had tune-up in last 12 months	411	30.3%	123
nau tune-up in last 12 months	411	50.5%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	858	63.2%	97
Drank regular cola in last 6 months	718	52.9%	118
Drank beer/ale in last 6 months	457	33.7%	79
Cameras (Adults)			
Own digital point & shoot camera	298	22.0%	75
Own digital single-lens reflex (SLR) camera	79	5.8%	67
Bought any camera in last 12 months	79	5.2%	91
Printed digital photos in last 12 months	48	3.5%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	455	33.5%	93
Have a smartphone	626	46.1%	78
Have a smartphone: Android phone (any brand)	316	23.3%	86
Have a smartphone: Apple iPhone	211	15.5%	60
Number of cell phones in household: 1	231	35.2%	109
Number of cell phones in household: 2	220	33.5%	90
Number of cell phones in household: 3+	164	25.0%	98
HH has cell phone only (no landline telephone)	309	47.0%	112
Computers (Households)			
HH owns a computer	419	63.8%	83
HH owns desktop computer	257	39.1%	86
HH owns laptop/notebook	281	42.8%	79
HH owns any Apple/Mac brand computer	53	8.1%	54
HH owns any PC/non-Apple brand computer	388	59.1%	87
HH purchased most recent computer in a store	205	31.2%	83
HH purchased most recent computer in a store	59	9.0%	69
Spent <\$500 on most recent home computer	109	16.6%	114
Spent \$500-\$999 on most recent home computer	97	14.8%	77
Spent \$1,000-\$1,499 on most recent home computer	44	6.7%	71
Spent \$1,500-\$1,999 on most recent home computer	14	2.1%	47
Spent \$2,000+ on most recent home computer	16	2.1%	62
			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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 1 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

Expected Number of Product/Consumer Behavior Adults/Hts Expected Number of Adults/Hts MPI Convenience Stores (Adults) Shoped at convenience store in last 30 days 183 13.5% 86 Bought ofgrattes at convenience store in last 30 days 183 13.5% 86 Bought ofgrattes at convenience store in last 30 days 276 20.3% 163 Bought ofgrattes at convenience store in last 30 days: s20-539 116 8.5% 94 Spent at convenience store in last 30 days: s20-539 109 8.0% 105 Spent at convenience store in last 30 days: s10-9 54 4.0% 90 Spent at convenience store in last 30 days: s10-9 54 4.0% 90 Spent at convenience store in last 30 days: s10-9 54 4.0% 90 Spent at convenience store in last 30 days: s10-9 54 4.0% 90 Spent at convenience store in last 30 days: s10-9 54 4.0% 90 Spent at convenience store in last 30 days: s10-9 58 44 665 49.0% 62 Went to last 16 months 665 49.0% 62 66 <				Longitude: 02.00177
Convenience Store (Adults)				
Shopped at convenience store in last 30 days 661 48.7% 96 Bought prevent coffee at convenience store in last 30 days 276 20.3% 163 Bought pas at convenience store in last 30 days 272 42.2% 128 Spent at convenience store in last 30 days 572 42.2% 128 Spent at convenience store in last 30 days: \$20-359 106 8.5% 94 Spent at convenience store in last 30 days: \$21-959 54 4.0% 90 Spent at convenience store in last 30 days: \$100+ 420 31.0% 135 Enterciaiment (Adults) 7 5.7% 44 Ment to live theater in last 12 months 665 49.0% 82 Went to a bar/night club in last 12 months 145 10.7% 64 Dined out in last 12 months 146 11.0% 80 Viseed at movie on last 30 days 163 10.0% 77 Gambied at casino in last 30 days 163 10.0% 77 Gambied at casino in last 30 days 163 10.0% 77 Gambied at casino in last 30 days	-	Adults/HHs	Adults/HHs	MPI
Bought Drewed outfre at convenience store in last 30 days 183 13.5% 86 Bought Grattes at convenience store in last 30 days 572 42.3% 163 Bought Grattes at convenience store in last 30 days 572 42.3% 128 Spent at convenience store in last 30 days: s20-339 116 8.5% 44 Spent at convenience store in last 30 days: s20-339 16 8.5% 44 Spent at convenience store in last 30 days: s10-4 420 31.0% 109 Spent at convenience store in last 30 days: s10-4 420 31.0% 135 Entertainment (Adults)				
Bought cigarettes at convenience store in last 30 days 276 20.3% 163 Bought gas at convenience store in last 30 days 572 42.2% 128 Spent at convenience store in last 30 days: \$20-339 116 8.5% 67 Spent at convenience store in last 30 days: \$10-550 109 8.0% 105 Spent at convenience store in last 30 days: \$10-95 54 4.0% 90 Spent at convenience store in last 30 days: \$10-95 54 4.0% 90 Spent at convenience store in last 30 days: \$10-95 54 4.0% 90 Spent at convenience store in last 30 days: \$10-95 54 4.0% 90 Spent at convenience store in last 30 days: \$10-95 75.7% 44 Metto to bar/night club in last 12 months 77 5.7% 44 Dined out in last 12 months 149 11.0% 60 Viewed To show (video-on-demand) in last 30 days 163 10.0% 76 Downloaded any laid/dual song in last 20 months 226 16.7% 52 Watched any pay-per-view V in last 30 days 13 9.8% 53	••			
Bount gas at convenience store in last 30 days 572 42.2% 128 Spent at convenience store in last 30 days: \$420 74 5.5% 67 Spent at convenience store in last 30 days: \$40-550 109 8.0% 105 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Fetertainment (Adutts) 77 5.7% 44 Went to live theater in last 12 months 665 49.0% 72 Gambled at a casino in last 12 months 145 10.7% 64 Went to a bar/ingith club in last 12 months 149 11.0% 80 Visited at theme park in last 30 days 118 8.7% 51 Viewed Tovie (vide-on-demand) in last 30 days 160 11.8% 65 Downloaded a movie over the Internet in last 30 days 163 4.6% 36 Watched a movie over the Internet in last 30 days 105 7.7% 52 Downloaded a movie over the Internet in last 30 days 105 7.7% 52 Wa				
Spert at convenience store in last 30 days: \$20-539 74 5.5% 67 Spent at convenience store in last 30 days: \$20-539 116 8.5% 94 Spent at convenience store in last 30 days: \$10-9 8.0% 105 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Spent at convenience store in last 30 days: \$10-9 54 4.0% 90 Matched a movie in last 10 months 665 49.0% 82 Went to bar/night club in last 12 months 145 10.7% 64 Dined out in last 12 months 160 11.8% 67 Viewed To view (video-on-demand) in last 30 days 63 4.6% 76 Viewed To view (video-on-demand) in last 30 days 13 10.0% 76 Downloaded any payper-view TV in last 12 months 226 16.7% 82 Watched a movie onite in last 30 days 13 9.8% 94 Downloaded any indi				
Spent at convenience store in last 30 days: \$40-530 109 8.0% 105 Spent at convenience store in last 30 days: \$10-9 54 4.0% 300 Spent at convenience store in last 30 days: \$10-9 20 105 300 Entertainment (Adults) 7 5.7% 44 Went to live theater in last 12 months 665 49.0% 52 Went to last 12 months 77 5.7% 44 Went to bar/night club in last 12 months 169 34.6% 77 Gambled at a casino in last 12 months 160 11.8% 67 Viewed movie (video-on-demard) in last 20 days 118 8.7% 51 Viewed movie (video-on-demard) in last 20 days 163 10.0% 66 Watched an vie pav-per-view TV in last 12 months 136 10.0% 76 Downloaded a movie on-demard) in last 30 days 56 4.1% 57 Viewed TV show (video-on-demard) in last 30 days 105 7.7% 52 Downloaded any individual song in last 6 months 226 16.7% 82 Watched a video/electronic game (
Spent at convenience store in last 30 days: \$51:399 54 4.0% 90 Spent at convenience store in last 30 days: \$100+ 420 31.0% 93 Entertainment (Adults) 65 49.0% 82 Attended a movie in last 12 months 65 49.0% 82 Went to be thater in last 12 months 77 5.7% 64 Dined out in last 12 months 145 10.7% 64 Dined out in last 12 months 149 11.0% 80 Visited a ta casin in last 30 days: 118 8.7% 51 Viewed Tovie (video-on-demand) in last 30 days 63 4.6% 36 Viewed Tovie (video-on-demand) in last 30 days 136 10.0% 76 Downloaded an movie over the Internet in last 30 days 136 10.0% 76 Downloaded a movie over the Internet in last 30 days 105 7.7% 52 Downloaded a movie over the Internet in last 30 days 105 7.7% 52 Matched a Tov program online in last 30 days 105 7.7% 52 Matched a Tovie online in last 12 months				
Spent at convenience store in last 30 days: \$1:99 54 4.0% 90 Spent at convenience store in last 30 days: \$100+ 20 31.0% 135 Entertainment (Adults) Attended a movie in last 12 months 665 49.0% 82 Went to live theater in last 12 months 77 5.7% 44 Went to a bar/night club in last 12 months 145 10.7% 64 Dined out in last 12 months 149 11.0% 80 Visited at theme park in last 12 months 160 11.8% 67 Viewed Tv show (video-on-demand) in last 30 days 63 4.6% 36 Watched arp y ary-ner-view TV in last 12 months 136 10.0% 76 Downloaded any individual song in last 10 days 56 4.1% 57 Downloaded any individual song in last 30 days 136 10.0% 76 Downloaded any individual song in last 30 days 133 9.8% 94 Played a video/electronic game (posole) in last 12 months 226 16.7% 52 Downloaded any individual song in last				
Spent at convenience store in last 30 days: \$100+ 420 31.0% 135 Entertainment (Adults)				
Entertainment (Adults) 665 49.0% 82 Went to live theater in last 12 months 77 5.7% 44 Went to a bar/inght club in last 12 months 145 10.7% 64 Dined out in last 12 months 145 10.7% 64 Dined out in last 12 months 149 11.0% 80 Visited a theme park in last 12 months 160 11.8% 67 Viewed novic (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded any individual song in last 50 days 166 4.1% 57 Downloaded any individual song in last 30 days 105 7.7% 52 Watched a TV porgme online in tast 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 539 39.7% 81 Own any stock				
Attended a movie in last 12 months66549.0%82Went to live theater in last 12 months775.7%44Went to live theater in last 12 months14510.7%64Dined out in last 12 months16934.6%77Gambled at a casino in last 12 months16011.8%67Viewed movie (video-on-demand) in last 30 days1634.6%36Viewed novie (video-on-demand) in last 30 days634.6%36Watched any pay-per-view TV in last 12 months13610.0%76Downloaded an y individual song in last 30 days564.1%57Downloaded an y individual song in last 30 days1057.7%82Watched a TV program online in last 30 days1057.7%52Played a video/electronic game (portable) in last 12 months1339.8%94Played a video/electronic game (portable) in last 12 months372.7%51Matched a TV program online in last 12 months2924.2%78Used ATV/rosh machine in last 12 months372.7%51Own Juss sok473.5%4531Own Juss sok372.7%5131Own shares in mutual fund (tock)523.8%5333Own shares in mutual fund (tock)523.8%5333Own shares in mutual fund (tock)523.4%41Have nonterest checking account36026.5%94Have any redit/debit card in last 12 months92<	Spent at convenience store in last 30 days: \$100+	420	31.0%	135
Attended a movie in last G months66549.0%82Went to live theater in last 12 months775.7%44Went to live theater in last 12 months14510.7%64Dined out in last 12 months46934.6%77Gambled at a casino in last 12 months16011.8%67Viewed movie (video-on-demand) in last 30 days1634.6%36Viewed movie (video-on-demand) in last 30 days634.6%36Downloaded an y individual song in last 30 days564.1%57Downloaded an y individual song in last 30 days564.1%57Downloaded an y individual song in last 30 days1057.7%82Watched a TV program online in last 30 days1057.7%52Played a video/electronic game (console) in last 12 months1339.8%94Played a video/electronic game (portable) in last 12 months1339.8%53Own Juss, savings bond372.7%5151Own shares in mutual fund (stock)523.8%5353Own shares in mutual fund (stock)282.1%4242Have nuterest checking account36026.5%9494Have avings account36026.5%9476Own shares in mutual fund (stock)523.8%5353Own shares in mutual fund (stock)52735.4%76Have avings account36026.5%9444Have avings accou				
Went to live theater in last 12 months 77 5.7% 44 Went to a bar/night club in last 12 months 145 10.7% 64 Dired out in last 12 months 149 11.0% 80 Visited a theme park in last 12 months 160 11.8% 67 Visited a theme park in last 12 months 160 11.8% 67 Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-perview TV in last 12 months 136 10.0% 76 Downloaded a movie over the Internet in last 30 days 56 4.1% 57 Downloaded a movie over the Internet in last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 49 3.6% 79 Played a video/electronic game (console) in last 12 months 49 3.6% 79 Played a video/electronic game (console) in last 12 months 49 3.6% 79 Used ATM/cash machine in last 12 months 329 24.2% 78 Used ATM/cash machine in last 12 months 329 24.2% 78	Entertainment (Adults)			
Went to a bar/night club in last 12 months 145 10.7% 64 Dined out in last 12 months 149 11.0% 80 Visited at a casino in last 12 months 160 11.8% 67 Viewed movie (video-on-demand) in last 30 days 13 8.7% 51 Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded an wore over the Internet in last 30 days 56 4.1% 57 Downloaded an vidividual song in last 6 months 226 16.7% 82 Watched a movie over the Internet in last 30 days 105 7.7% 52 Played a video/electronic game (console) In last 12 months 133 9.8% 94 Played a video/electronic game (console) in last 12 months 329 24.2% 78 Own any stock 47 3.5% 45 Own any stock 47 3.5% 53 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (stock) 53 <td>Attended a movie in last 6 months</td> <td></td> <td></td> <td>82</td>	Attended a movie in last 6 months			82
Dined out in last 12 months 469 34.6% 77 Gambled at a casino in last 12 months 149 11.0% 80 Visited at theme park in last 12 months 160 11.8% 67 Viewed movie (video-on-demand) in last 30 days 118 8.7% 51 Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded a movie over the Internet in last 30 days 56 4.1% 57 Downloaded a movie over the Internet in last 30 days 117 8.6% 54 Watched a movie online in the last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own any stock 47 3.5% 45 Own any stock 539 39.7% 51 Own shares in mutual fund (bods) 28 2.1% <td>Went to live theater in last 12 months</td> <td>77</td> <td>5.7%</td> <td>44</td>	Went to live theater in last 12 months	77	5.7%	44
Gambled at a casino in last 12 months 149 11.0% 80 Visited a theme park in last 12 months 160 11.8% 67 Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded an ovie over the Internet in last 30 days 56 4.1% 57 Downloaded an ovie over the Internet in last 30 days 105 7.7% 52 Watched a TV program online in the last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (console) in last 12 months 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 260 26.5% 94 Have interest checking account 360	Went to a bar/night club in last 12 months			64
Visited a theme park in last 12 months 160 11.8% 67 Viewed movie (video-on-demand) in last 30 days 118 8.7% 51 Viewed movie (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded a movie over the Internet in last 30 days 56 4.1% 57 Downloaded any midvidual song in last 50 days 105 7.7% 82 Watched a movie over the Internet in last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 329 24.2% 78 Used ATM/cash machine in last 12 months 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have interest checking account 290 21.4% 76 <t< td=""><td>Dined out in last 12 months</td><td>469</td><td>34.6%</td><td>77</td></t<>	Dined out in last 12 months	469	34.6%	77
Viewed movie (video-on-demand) in last 30 days 118 8.7% 51 Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded an woie over the Internet in last 30 days 56 4.1% 57 Downloaded any individual song in last 6 months 226 16.7% 82 Watched a TV program online in the last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 329 24.2% 78 Used ATW/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (stock) 52 3.8% 94 Have enon-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have savings account 360	Gambled at a casino in last 12 months		11.0%	80
Viewed TV show (video-on-demand) in last 30 days 63 4.6% 36 Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded an wire over the Internet in last 30 days 56 4.1% 57 Downloaded an wire over the Internet in last 30 days 56 4.1% 57 Downloaded an wire over the Internet in last 30 days 105 7.7% 52 Watched a TV program online in the last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (console) in last 12 months 49 3.6% 79 Financial (Adults) Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own ony stock 47 3.5% 451 Own stores in mutual fund (stock) 52 3.8% 53 Own stares in mutual fund (stock) 52 3.8% 53 Own stares in mutual fund (stork) 52 3.8% 53 Own stares in mutual fund (stork) 52	Visited a theme park in last 12 months	160	11.8%	67
Watched any pay-per-view TV in last 12 months 136 10.0% 76 Downloaded a movie over the Internet in last 30 days 56 4.1% 57 Downloaded any individual song in last 6 months 226 16.7% 82 Watched a movie online in the last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (console) in last 12 months 49 3.6% 78 Used ATW/cash machine in last 12 months 329 24.2% 78 Have home mortgage (1st) 329 24.2% 78 Used ATW/cash machine in last 12 months 539 39.7% 81 Own J.S. savings bond 37 2.7% 53 Own Shares in mutual fund (stock) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have interest checking account 593 43.7% 81 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 593 4	Viewed movie (video-on-demand) in last 30 days	118	8.7%	51
Downloaded any individual song in last 6 months 56 4.1% 57 Downloaded any individual song in last 6 months 226 16.7% 82 Watched a movie online in the last 30 days 117 8.6% 54 Watched a TV program online in 1ast 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 49 3.6% 79 Financial (Adults) Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own u.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have savings account <t< td=""><td>Viewed TV show (video-on-demand) in last 30 days</td><td>63</td><td>4.6%</td><td>36</td></t<>	Viewed TV show (video-on-demand) in last 30 days	63	4.6%	36
Downloaded any individual song in last 6 months22616.7%82Watched a movie online in the last 30 days1178.6%54Watched a TV program online in last 30 days105 7.7% 52Played a video/electronic game (console) in last 12 months133 9.8% 94Played a video/electronic game (portable) in last 12 months49 3.6% 79Financial (Adutts)32924.2%78Used ATM/cash machine in last 12 months53939.7%81Own any stock47 3.5% 45Own any stock47 3.5% 45Own shares in mutual fund (stock)52 3.8% 53Own shares in mutual fund (bonds)28 2.1% 42Have non-interest checking account36026.5%94Have avings account59343.7%81Have avings account59343.7%81Have avings account59343.7%81Have avings account59343.7%81Have avings account59343.7%81Have avings account59343.7%81Mave aving account59343.7%81Mave avings account59343.7%81Mave avings account59343.7%81Mave avings account59343.7%81Mave avings account59343.7%81Mave avings account59343.7%81Mave avings account<	Watched any pay-per-view TV in last 12 months	136	10.0%	76
Watched a movie online in the last 30 days1178.6%54Watched a TV program online in last 30 days1057.7%52Played a video/electronic game (console) in last 12 months1339.8%94Played a video/electronic game (portable) in last 12 months493.6%79Financial (Adults)Have home mortgage (1st)32924.2%78Used ATM/cash machine in last 12 months53939.7%81Own any stock473.5%45Own any stock473.5%45Own shares in mutual fund (stock)523.8%53Own shares in mutual fund (bonds)282.1%42Have interest checking account29021.4%76Have savings account59343.7%81Have savings account59343.7%81Have savings account59343.7%81Have savings account59343.7%81Have savings account59343.7%81Have savings account59343.7%81Mave savings account59343.7%81Mave dolf reditement savings plan15511.4%79Own/used any credit/debit card in last 12 months92267.9%91Avg monthly credit card expenditures: <f111< td="">17312.7%110Avg monthly credit card expenditures: <f310< td="">1733.5%66Avg monthly credit</f310<></f111<>	Downloaded a movie over the Internet in last 30 days	56	4.1%	57
Watched a TV program online in last 30 days 105 7.7% 52 Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 49 3.6% 79 Financial (Adults) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have savings account 593 43.7% 81 Have avinterest checking account 593 43.7% 81 Have avings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/cedeit card in last 12 months 52 4.1% 64 Avg monthl	Downloaded any individual song in last 6 months	226	16.7%	82
Played a video/electronic game (console) in last 12 months 133 9.8% 94 Played a video/electronic game (portable) in last 12 months 49 3.6% 79 Financial (Adults) Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own J.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have son-interest checking account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: \$111-\$225 73 5.4% 78 Avg monthly credit card expenditures: \$206-\$450 55 4.1% 64 Avg monthly credit card expenditures: \$21.900 28 2.1% 48	Watched a movie online in the last 30 days	117	8.6%	54
Played a video/electronic game (portable) in last 12 months 49 3.6% 79 Financial (Adults) Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have any credit/debit card in last 12 months 920 21.4% 76 Mave any credit/debit card in last 12 months 360 26.5% 94 Have savings account 593 43.7% 81 Have any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: \$111 173 12.7% 110 Avg monthly credit card expenditures: \$111.4% 55 4.1% 64 Avg monthly credit card expenditures: \$1	Watched a TV program online in last 30 days	105	7.7%	52
Financial (Adults) 329 24.2% 78 Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own J.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have non-interest checking account 290 21.4% 76 Have sovings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: \$111-\$225 73 5.4% 78 Avg monthly credit card expenditures: \$26-\$450 55 4.1% 64 Avg monthly credit card expenditures: \$111-\$225 73 5.4% 78 Avg monthly credit card expenditures: \$11.4%20 55 4.1% 64 Avg monthly credit card expenditures: \$11.4%20 55 4.1% 64 <	Played a video/electronic game (console) in last 12 months	133	9.8%	94
Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Played a video/electronic game (portable) in last 12 months	49	3.6%	79
Have home mortgage (1st) 329 24.2% 78 Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have savings account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111				
Used ATM/cash machine in last 12 months 539 39.7% 81 Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have savings account 593 43.7% 91 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Financial (Adults)			
Own any stock 47 3.5% 45 Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Have home mortgage (1st)	329	24.2%	78
Own U.S. savings bond 37 2.7% 51 Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 360 26.5% 94 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Used ATM/cash machine in last 12 months	539	39.7%	81
Own shares in mutual fund (stock) 52 3.8% 53 Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Own any stock	47	3.5%	45
Own shares in mutual fund (bonds) 28 2.1% 42 Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Own U.S. savings bond	37	2.7%	51
Have interest checking account 290 21.4% 76 Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Own shares in mutual fund (stock)	52	3.8%	53
Have non-interest checking account 360 26.5% 94 Have savings account 593 43.7% 81 Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Own shares in mutual fund (bonds)	28	2.1%	42
Have savings account59343.7%81Have 401K retirement savings plan15511.4%79Own/used any credit/debit card in last 12 months92267.9%91Avg monthly credit card expenditures: <\$111	Have interest checking account	290	21.4%	76
Have 401K retirement savings plan 155 11.4% 79 Own/used any credit/debit card in last 12 months 922 67.9% 91 Avg monthly credit card expenditures: <\$111	Have non-interest checking account	360	26.5%	94
Own/used any credit/debit card in last 12 months92267.9%91Avg monthly credit card expenditures: <\$111	Have savings account	593	43.7%	81
Avg monthly credit card expenditures: <\$111	Have 401K retirement savings plan	155	11.4%	79
Avg monthly credit card expenditures: $$111-225 735.4%78Avg monthly credit card expenditures: $$226-450 554.1%64Avg monthly credit card expenditures: $$451-700 483.5%66Avg monthly credit card expenditures: $$701-$1,000$ 282.1%48Avg monthly credit card expenditures: $$1,001+$ 513.8%41Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68	Own/used any credit/debit card in last 12 months	922	67.9%	91
Avg monthly credit card expenditures: \$226-\$450554.1%64Avg monthly credit card expenditures: \$451-\$700483.5%66Avg monthly credit card expenditures: \$701-\$1,000282.1%48Avg monthly credit card expenditures: \$1,001+513.8%41Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68	Avg monthly credit card expenditures: <\$111	173	12.7%	110
Avg monthly credit card expenditures: \$451-\$700 48 3.5% 66 Avg monthly credit card expenditures: \$701-\$1,000 28 2.1% 48 Avg monthly credit card expenditures: \$701-\$1,000 28 2.1% 48 Avg monthly credit card expenditures: \$1,001+ 51 3.8% 41 Did banking online in last 12 months 327 24.1% 68 Did banking on mobile device in last 12 months 130 9.6% 68	Avg monthly credit card expenditures: \$111-\$225	73	5.4%	78
Avg monthly credit card expenditures: \$701-\$1,000282.1%48Avg monthly credit card expenditures: \$1,001+513.8%41Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68	Avg monthly credit card expenditures: \$226-\$450	55	4.1%	64
Avg monthly credit card expenditures: \$701-\$1,000282.1%48Avg monthly credit card expenditures: \$1,001+513.8%41Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68			3.5%	66
Avg monthly credit card expenditures: \$1,001+513.8%41Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68				
Did banking online in last 12 months32724.1%68Did banking on mobile device in last 12 months1309.6%68				
Did banking on mobile device in last 12 months1309.6%68				
		429	31.6%	73

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 1 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Exposted Number of		due02.30177
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)	Adults/IIIIs	Addits/1113	PIFI
Used beef (fresh/frozen) in last 6 months	491	74.7%	107
Used bread in last 6 months	617	93.9%	100
Used chicken (fresh or frozen) in last 6 months	433	65.9%	95
Used turkey (fresh or frozen) in last 6 months	98	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	342	52.1%	95
Used fresh fruit/vegetables in last 6 months	553	84.2%	98
Used fresh milk in last 6 months	579	88.1%	100
Used organic food in last 6 months	99	15.1%	77
Health (Adults)			
Exercise at home 2+ times per week	303	22.3%	79
Exercise at club 2+ times per week	56	4.1%	32
Visited a doctor in last 12 months	1,010	74.4%	98
Used vitamin/dietary supplement in last 6 months	630	46.4%	88
Home (Households)			
Any home improvement in last 12 months	159	24.2%	90
Used housekeeper/maid/professional HH cleaning service in last 12	52	7.9%	60
Purchased low ticket HH furnishings in last 12 months	96	14.6%	91
Purchased big ticket HH furnishings in last 12 months	125	19.0%	91
Bought any small kitchen appliance in last 12 months	131	19.9%	90
Bought any large kitchen appliance in last 12 months	93	14.2%	111
Incurance (Adulte (Householde)			
Insurance (Adults/Households) Currently carry life insurance	598	44.1%	103
Carry medical/hospital/accident insurance	826	60.9%	93
Carry homeowner insurance	608	44.8%	95
•	68		62
Carry renter's insurance		5.0%	
Have auto insurance: 1 vehicle in household covered	219	33.3%	108
Have auto insurance: 2 vehicles in household covered	182	27.7%	97
Have auto insurance: 3+ vehicles in household covered	123	18.7%	86
Pets (Households)			
Household owns any pet	421	64.1%	119
Household owns any cat	192	29.2%	130
Household owns any dog	347	52.8%	130
Psychographics (Adults)			
Buying American is important to me	704	51.9%	122
Usually buy items on credit rather than wait	127	9.4%	80
Usually buy based on quality - not price	228	16.8%	94
Price is usually more important than brand name	424	31.2%	119
Usually use coupons for brands I buy often	266	19.6%	104
Am interested in how to help the environment	215	15.8%	97
Usually pay more for environ safe product	169	12.5%	98
Usually value green products over convenience	174	12.8%	122
Likely to buy a brand that supports a charity	534	39.4%	113
Reading (Adults)			
Bought digital book in last 12 months	98	7.2%	55
Bought and book in last 12 months	209	15.4%	74
-			
Bought paperback book in last 12 month	325	23.9%	76
Read any daily newspaper (paper version)	333	24.5%	94
Read any digital newspaper in last 30 days	312	23.0%	69
Read any magazine (paper/electronic version) in last 6 months	1,162	85.6%	94

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 1 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	961	70.8%	95
Went to family restaurant/steak house: 4+ times a month	326	24.0%	87
Went to fast food/drive-in restaurant in last 6 months	1,245	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	584	43.0%	109
Fast food/drive-in last 6 months: eat in	433	31.9%	88
Fast food/drive-in last 6 months: home delivery	67	4.9%	64
Fast food/drive-in last 6 months: take-out/drive-thru	703	51.8%	112
Fast food/drive-in last 6 months: take-out/walk-in	230	16.9%	87
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	290	21.4%	67
Own e-reader/tablet: iPad	103	7.6%	49
Own any portable MP3 player	311	22.9%	74
HH owns 1 TV	127	19.3%	94
HH owns 2 TVs	159	24.2%	93
HH owns 3 TVs	141	21.5%	100
HH owns 4+ TVs	133	20.2%	107
HH subscribes to cable TV	204	31.1%	63
HH subscribes to fiber optic	19	2.9%	38
HH has satellite dish	279	42.5%	167
HH owns DVD/Blu-ray player	388	59.1%	98
HH owns camcorder	69	10.5%	75
HH owns portable GPS navigation device	136	20.7%	75
HH purchased video game system in last 12 mos	39	5.9%	75
HH owns Internet video device for TV	21	3.2%	45
Travel (Adults)			
Domestic travel in last 12 months	500	36.8%	74
Took 3+ domestic non-business trips in last 12 months	98	7.2%	65
Spent on domestic vacations in last 12 months: <\$1,000	121	8.9%	83
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	55	4.1%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	25	1.8%	52
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	32	2.4%	60
Spent on domestic vacations in last 12 months: \$3,000+	39	2.9%	52
Domestic travel in the 12 months: used general travel website	51	3.8%	56
Foreign travel in last 3 years	141	10.4%	43
Took 3+ foreign trips by plane in last 3 years	18	1.3%	29
Spent on foreign vacations in last 12 months: <\$1,000	21	1.5%	37
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	18	1.3%	41
Spent on foreign vacations in last 12 months: \$3,000+	20	1.5%	30
Foreign travel in last 3 years: used general travel website	34	2.5%	45
Nights spent in hotel/motel in last 12 months: any	379	27.9%	69
Took cruise of more than one day in last 3 years	71	5.2%	62
Member of any frequent flyer program	74	5.5%	33
Member of any hotel rewards program	79	5.8%	41

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 2 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

Demographic Summary		2016	2021
Population		3,797	3,916
Population 18+		2,920	3,006
Households		1,423	1,460
Median Household Income		\$39,558	\$39,370
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,357	46.5%	98
Bought any women's clothing in last 12 months	1,340	45.9%	104
Bought clothing for child < 13 years in last 6 months	871	29.8%	108
Bought any shoes in last 12 months	1,526	52.3%	97
Bought costume jewelry in last 12 months	552	18.9%	97
Bought any fine jewelry in last 12 months	576	19.7%	108
Bought a watch in last 12 months	342	11.7%	106
Automobiles (Households)			
HH owns/leases any vehicle	1,238	87.0%	102
HH bought/leased new vehicle last 12 mo	114	8.0%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,609	89.3%	105
Bought/changed motor oil in last 12 months	1,805	61.8%	126
Had tune-up in last 12 months	893	30.6%	101
		001070	
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,858	63.6%	97
Drank regular cola in last 6 months	1,533	52.5%	117
Drank beer/ale in last 6 months	996	34.1%	80
Drank beer/ale in last o months	550	54.170	00
Cameras (Adults)			
Own digital point & shoot camera	694	23.8%	82
Own digital single-lens reflex (SLR) camera	161	5.5%	64
Bought any camera in last 12 months	154	5.3%	93
Printed digital photos in last 12 months	109	3.7%	128
	109	5.770	120
Coll Phones (Adults / Households)			
Cell Phones (Adults/Households)	1 009	34.5%	96
Bought cell phone in last 12 months	1,008		
Have a smartphone	1,350	46.2% 22.9%	79
Have a smartphone: Android phone (any brand)	668		85
Have a smartphone: Apple iPhone	472	16.2%	63
Number of cell phones in household: 1	495	34.8%	108
Number of cell phones in household: 2	487	34.2%	91
Number of cell phones in household: 3+	347	24.4%	96
HH has cell phone only (no landline telephone)	647	45.5%	108
Commuteurs (Illeurente alde)			
Computers (Households)	000	64.004	
HH owns a computer	922	64.8%	84
HH owns desktop computer	559	39.3%	87
HH owns laptop/notebook	615	43.2%	80
HH owns any Apple/Mac brand computer	104	7.3%	49
HH owns any PC/non-Apple brand computer	864	60.7%	89
HH purchased most recent computer in a store	460	32.3%	86
HH purchased most recent computer online	127	8.9%	68
Spent <\$500 on most recent home computer	229	16.1%	111
Spent \$500-\$999 on most recent home computer	212	14.9%	78
		C 00/	70
Spent \$1,000-\$1,499 on most recent home computer	97	6.8%	
Spent \$1,000-\$1,499 on most recent home computer Spent \$1,500-\$1,999 on most recent home computer	97 33	2.3%	72 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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 2 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Eveneted Number of	Deveent of	02100177
Dreduct / Concurrent Babavier	Expected Number of	Percent of Adults/HHs	MPI
Product/Consumer Behavior Convenience Stores (Adults)	Adults/HHs	Adults/ HHS	MPI
Shopped at convenience store in last 6 mos	1,433	49.1%	97
Bought brewed coffee at convenience store in last 30 days	421	14.4%	92
Bought cigarettes at convenience store in last 30 days	588	20.1%	161
Bought gas at convenience store in last 30 days	1,249	42.8%	129
Spent at convenience store in last 30 days: <\$20	149	5.1%	63
Spent at convenience store in last 30 days: \$20-\$39	235	8.0%	89
Spent at convenience store in last 30 days: \$40-\$50	247	8.5%	111
Spent at convenience store in last 30 days: \$51-\$99	125	4.3%	97
Spent at convenience store in last 30 days: \$100+	908	31.1%	136
	500	511170	100
Entertainment (Adults)			
Attended a movie in last 6 months	1,435	49.1%	83
Went to live theater in last 12 months	183	6.3%	48
Went to a bar/night club in last 12 months	325	11.1%	67
Dined out in last 12 months	1,043	35.7%	80
Gambled at a casino in last 12 months	299	10.2%	75
Visited a theme park in last 12 months	356	12.2%	69
Viewed movie (video-on-demand) in last 30 days	266	9.1%	54
Viewed TV show (video-on-demand) in last 30 days	144	4.9%	38
Watched any pay-per-view TV in last 12 months	323	11.1%	84
Downloaded a movie over the Internet in last 30 days	110	3.8%	52
Downloaded any individual song in last 6 months	485	16.6%	81
Watched a movie online in the last 30 days	236	8.1%	51
Watched a TV program online in last 30 days	217	7.4%	50
Played a video/electronic game (console) in last 12 months	277	9.5%	91
Played a video/electronic game (portable) in last 12 months	115	3.9%	86
Financial (Adults)			
Have home mortgage (1st)	771	26.4%	85
Used ATM/cash machine in last 12 months	1,190	40.8%	83
Own any stock	119	4.1%	53
Own U.S. savings bond	80	2.7%	52
Own shares in mutual fund (stock)	120	4.1%	57
Own shares in mutual fund (bonds)	64	2.2%	45
Have interest checking account	672	23.0%	82
Have non-interest checking account	801	27.4%	97
Have savings account	1,291	44.2%	82
Have 401K retirement savings plan	333	11.4%	78
Own/used any credit/debit card in last 12 months	2,029	69.5%	93
Avg monthly credit card expenditures: <\$111	375	12.8%	111
Avg monthly credit card expenditures: \$111-\$225	177	6.1%	88
Avg monthly credit card expenditures: \$226-\$450	124	4.2%	67
Avg monthly credit card expenditures: \$451-\$700	112	3.8%	72
Avg monthly credit card expenditures: \$701-\$1,000	59	2.0%	47
Avg monthly credit card expenditures: \$1,001+	99	3.4%	37
Did banking online in last 12 months	747	25.6%	72
Did banking on mobile device in last 12 months	293	10.0%	72
Paid bills online in last 12 months	952	32.6%	76

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 2 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

		0	uue02.30177
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,066	74.9%	108
Used bread in last 6 months	1,348	94.7%	101
Used chicken (fresh or frozen) in last 6 months	959	67.4%	98
Used turkey (fresh or frozen) in last 6 months	213 744	15.0%	94
Used fish/seafood (fresh or frozen) in last 6 months Used fresh fruit/vegetables in last 6 months		52.3% 84.9%	96 99
Used fresh milk in last 6 months	1,208 1,262	88.7%	101
Used organic food in last 6 months	205	14.4%	73
osca organic roba in last o months	205	14.470	75
Health (Adults)			
Exercise at home 2+ times per week	689	23.6%	83
Exercise at club 2+ times per week	135	4.6%	36
Visited a doctor in last 12 months	2,208	75.6%	100
Used vitamin/dietary supplement in last 6 months	1,390	47.6%	90
Home (Households)			
Any home improvement in last 12 months	358	25.2%	94
Used housekeeper/maid/professional HH cleaning service in last 12	109	7.7%	58
Purchased low ticket HH furnishings in last 12 months	208	14.6%	91
Purchased big ticket HH furnishings in last 12 months	271	19.0%	91
Bought any small kitchen appliance in last 12 months	284	20.0%	90
Bought any large kitchen appliance in last 12 months	199	14.0%	110
Insurance (Adults/Households)			
Currently carry life insurance	1,309	44.8%	105
Carry medical/hospital/accident insurance	1,795	61.5%	94
Carry homeowner insurance	1,373	47.0%	100
Carry renter's insurance	141	4.8%	59
Have auto insurance: 1 vehicle in household covered	460	32.3%	105
Have auto insurance: 2 vehicles in household covered	396	27.8%	98
Have auto insurance: 3+ vehicles in household covered	295	20.7%	95
Pets (Households)		6- 101	
Household owns any pet	927	65.1%	121
Household owns any cat	428	30.1%	134
Household owns any dog	776	54.5%	134
Psychographics (Adults)			
Buying American is important to me	1,537	52.6%	124
Usually buy items on credit rather than wait	290	9.9%	85
Usually buy based on guality - not price	516	17.7%	98
Price is usually more important than brand name	916	31.4%	
			120
Usually use coupons for brands I buy often	592	20.3%	107
Am interested in how to help the environment	442	15.1%	93
Usually pay more for environ safe product	357	12.2%	96
Usually value green products over convenience	361	12.4%	118
Likely to buy a brand that supports a charity	1,106	37.9%	109
Reading (Adults)			
Bought digital book in last 12 months	239	8.2%	62
Bought hardcover book in last 12 months	471	16.1%	77
Bought paperback book in last 12 month	755	25.9%	82
Read any daily newspaper (paper version) Read any digital newspaper in last 30 days	703 709	24.1%	92
, , , ,		24.3%	73
Read any magazine (paper/electronic version) in last 6 months	2,519	86.3%	95

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 2 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Expected Number of	Percent of	dde82.50177
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)	·····, ····		
Went to family restaurant/steak house in last 6 months	2,121	72.6%	97
Went to family restaurant/steak house: 4+ times a month	754	25.8%	94
Went to fast food/drive-in restaurant in last 6 months	2,691	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,292	44.2%	112
Fast food/drive-in last 6 months: eat in	1,011	34.6%	95
Fast food/drive-in last 6 months: home delivery	141	4.8%	63
Fast food/drive-in last 6 months: take-out/drive-thru	1,530	52.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	504	17.3%	89
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	621	21.3%	67
Own e-reader/tablet: iPad	216	7.4%	48
Own any portable MP3 player	687	23.5%	76
HH owns 1 TV	268	18.8%	92
HH owns 2 TVs	349	24.5%	95
HH owns 3 TVs	313	22.0%	103
HH owns 4+ TVs	298	20.9%	111
HH subscribes to cable TV	433	30.4%	61
HH subscribes to fiber optic	32	2.2%	30
HH has satellite dish	651	45.7%	180
HH owns DVD/Blu-ray player	851	59.8%	99
HH owns camcorder	162	11.4%	82
HH owns portable GPS navigation device	311	21.9%	80
HH purchased video game system in last 12 mos	80	5.6%	71
HH owns Internet video device for TV	47	3.3%	47
Travel (Adults)			
Domestic travel in last 12 months	1,136	38.9%	78
Took 3+ domestic non-business trips in last 12 months	206	7.1%	64
Spent on domestic vacations in last 12 months: <\$1,000	267	9.1%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	121	4.1%	71
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	61	2.1%	58
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	73	2.5%	64
Spent on domestic vacations in last 12 months: \$2,000 \$2,555	91	3.1%	57
Domestic travel in the 12 months: used general travel website	128	4.4%	65
Foreign travel in last 3 years	314	10.8%	45
Took 3+ foreign trips by plane in last 3 years	39	1.3%	30
Spent on foreign vacations in last 12 months: <\$1,000	47	1.6%	39
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	43	1.5%	45
Spent on foreign vacations in last 12 months: \$3,000+	45	1.5%	31
Foreign travel in last 3 years: used general travel website	78	2.7%	48
Nights spent in hotel/motel in last 12 months: any	872	29.9%	74
Took cruise of more than one day in last 3 years	156	5.3%	64
Member of any frequent flyer program	160	5.5%	34
Member of any hotel rewards program	195	6.7%	47
	195	517 /0	17

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 3 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

Demographic Summary		2016	2021
Population		6,251	6,503
Population 18+		4,844	5,029
Households		2,319	2,401
Median Household Income		\$38,948	\$38,643
	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,266	46.8%	99
Bought any women's clothing in last 12 months	2,268	46.8%	107
Bought clothing for child < 13 years in last 6 months	1,424	29.4%	107
Bought any shoes in last 12 months	2,559	52.8%	98
Bought costume jewelry in last 12 months	961	19.8%	102
Bought any fine jewelry in last 12 months	955	19.7%	108
Bought a watch in last 12 months	542	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	2,044	88.1%	103
HH bought/leased new vehicle last 12 mo	188	8.1%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,377	90.4%	106
Bought/changed motor oil in last 12 months	3,039	62.7%	128
Had tune-up in last 12 months	1,485	30.7%	102
·····	,		
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,102	64.0%	98
Drank regular cola in last 6 months	2,517	52.0%	116
Drank beer/ale in last 6 months	1,679	34.7%	81
Cameras (Adults)			
Own digital point & shoot camera	1,239	25.6%	88
Own digital single-lens reflex (SLR) camera	257	5.3%	61
Bought any camera in last 12 months	263	5.4%	95
Printed digital photos in last 12 months	186	3.8%	131
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,719	35.5%	98
Have a smartphone	2,267	46.8%	80
Have a smartphone: Android phone (any brand)	1,109	22.9%	85
Have a smartphone: Apple iPhone	816	16.8%	65
Number of cell phones in household: 1	794	34.2%	107
Number of cell phones in household: 2	814	35.1%	94
Number of cell phones in household: 3+	558	24.1%	94
HH has cell phone only (no landline telephone)	1,034	44.6%	106
·····	_,		
Computers (Households)			
HH owns a computer	1,536	66.2%	86
HH owns desktop computer	920	39.7%	88
HH owns laptop/notebook	1,024	44.2%	81
HH owns any Apple/Mac brand computer	164	7.1%	47
HH owns any PC/non-Apple brand computer	1,449	62.5%	92
HH purchased most recent computer in a store	785	33.9%	90
HH purchased most recent computer online	210	9.1%	69
Spent <\$500 on most recent home computer	374	16.1%	111
Spent \$500-\$999 on most recent home computer	374		80
Spent \$1,000-\$1,499 on most recent home computer	164	15.3% 7.1%	75
SUCHEST, VOU-ST, 433 OF MOSE RECENT NOME COMPUTER		/.1%	(5
Spent \$1,500-\$1,999 on most recent home computer Spent \$2,000+ on most recent home computer	59	2.5% 2.5%	56 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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 3 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Evene at a d Number of	Expected Number of Deveent of	
Dreduct (Concurrer Behavier	Expected Number of	Percent of	MDT
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)	2,400	40.70/	00
Shopped at convenience store in last 6 mos	2,408	49.7%	98
Bought brewed coffee at convenience store in last 30 days	738	15.2%	97
Bought cigarettes at convenience store in last 30 days	974	20.1%	161
Bought gas at convenience store in last 30 days	2,107	43.5%	132
Spent at convenience store in last 30 days: <\$20	239	4.9%	61
Spent at convenience store in last 30 days: \$20-\$39	377	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	422	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	219	4.5%	102
Spent at convenience store in last 30 days: \$100+	1,516	31.3%	137
Entertainment (Adults)			
Attended a movie in last 6 months	2,392	49.4%	83
Went to live theater in last 12 months	333	6.9%	53
Went to a bar/night club in last 12 months	554	11.4%	68
Dined out in last 12 months	1,797	37.1%	83
Gambled at a casino in last 12 months	477	9.8%	72
Visited a theme park in last 12 months	607	12.5%	71
Viewed movie (video-on-demand) in last 30 days	468	9.7%	57
Viewed TV show (video-on-demand) in last 30 days	253	5.2%	40
Watched any pay-per-view TV in last 12 months	577	11.9%	91
Downloaded a movie over the Internet in last 30 days	171	3.5%	49
Downloaded any individual song in last 6 months	810	16.7%	82
Watched a movie online in the last 30 days	377	7.8%	49
Watched a TV program online in last 30 days	350	7.2%	48
Played a video/electronic game (console) in last 12 months	453	9.4%	90
Played a video/electronic game (portable) in last 12 months	206	4.3%	93
	200		20
Financial (Adults)			
Have home mortgage (1st)	1,383	28.6%	92
Used ATM/cash machine in last 12 months	2,032	41.9%	85
Own any stock	221	4.6%	60
Own U.S. savings bond	136	2.8%	53
Own shares in mutual fund (stock)	207	4.3%	59
Own shares in mutual fund (bonds)	112	2.3%	48
Have interest checking account	1,186	24.5%	87
Have non-interest checking account	1,386	28.6%	101
Have savings account	2,179	45.0%	83
Have 401K retirement savings plan	557	11.5%	79
Own/used any credit/debit card in last 12 months	3,448	71.2%	96
Avg monthly credit card expenditures: <\$111	630	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	318	6.6%	95
Avg monthly credit card expenditures: \$226-\$450	219	4.5%	71
Avg monthly credit card expenditures: \$451-\$700	199	4.1%	77
Avg monthly credit card expenditures: \$701-\$1,000	96	2.0%	46
Avg monthly credit card expenditures: \$1,001+	156	3.2%	36
Did banking online in last 12 months	1,320	27.3%	76
Did banking on mobile device in last 12 months	510	10.5%	75
Paid bills online in last 12 months	1,644	33.9%	79

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 3 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

		0	uue02.30177
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)	Addits/1115	Addits/IIIIs	PIF 1
Used beef (fresh/frozen) in last 6 months	1,747	75.3%	108
Used bread in last 6 months	2,214	95.5%	100
Used chicken (fresh or frozen) in last 6 months	1,590	68.6%	99
Used turkey (fresh or frozen) in last 6 months	346	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	1,220	52.6%	96
Used fresh fruit/vegetables in last 6 months	1,988	85.7%	100
Used fresh milk in last 6 months	2,071	89.3%	101
Used organic food in last 6 months	319	13.8%	70
Health (Adults)			
Exercise at home 2+ times per week	1,199	24.8%	87
Exercise at club 2+ times per week	247	5.1%	39
Visited a doctor in last 12 months	3,720	76.8%	101
Used vitamin/dietary supplement in last 6 months	2,365	48.8%	92
Home (Households)			
Any home improvement in last 12 months	610	26.3%	98
Used housekeeper/maid/professional HH cleaning service in last 12	176	7.6%	58
Purchased low ticket HH furnishings in last 12 months	343	14.8%	92
Purchased big ticket HH furnishings in last 12 months	445	19.2%	92
Bought any small kitchen appliance in last 12 months	440		92
5, 11		20.3%	
Bought any large kitchen appliance in last 12 months	323	13.9%	109
Insurance (Adults/Households)			
Currently carry life insurance	2,201	45.4%	106
Carry medical/hospital/accident insurance	3,022	62.4%	95
Carry homeowner insurance	2,387	49.3%	105
Carry renter's insurance	228	4.7%	58
Have auto insurance: 1 vehicle in household covered	730	31.5%	102
Have auto insurance: 2 vehicles in household covered	656	28.3%	99
Have auto insurance: 3+ vehicles in household covered	521	22.5%	103
Pets (Households)			
Household owns any pet	1,539	66.4%	123
Household owns any cat	718	31.0%	138
Household owns any dog	1,299	56.0%	137
Psychographics (Adults)			
Buying American is important to me	2,582	53.3%	126
Usually buy items on credit rather than wait	500	10.3%	88
Usually buy based on quality - not price	887	18.3%	102
, , , , ,		31.4%	
Price is usually more important than brand name	1,522		120
Usually use coupons for brands I buy often	1,003	20.7%	109
Am interested in how to help the environment	683	14.1%	87
Usually pay more for environ safe product	570	11.8%	92
Usually value green products over convenience	565	11.7%	111
Likely to buy a brand that supports a charity	1,780	36.7%	105
Reading (Adults)			
Bought digital book in last 12 months	439	9.1%	69
Bought hardcover book in last 12 months	808	16.7%	80
Bought paperback book in last 12 month	1,327	27.4%	87
Read any daily newspaper (paper version)	1,134	23.4%	89
	1 227	25.5%	77
Read any digital newspaper in last 30 days	1,237	23.370	//

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.



2832 Geer Hwy, Marietta, South Carolina, 29661 Ring: 3 mile radius For Reference Use Only

Latitude: 35.02090 Longitude: -82.50177

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Restaurants (Adults)	-		
Went to family restaurant/steak house in last 6 months	3,603	74.4%	100
Went to family restaurant/steak house: 4+ times a month	1,323	27.3%	99
Went to fast food/drive-in restaurant in last 6 months	4,488	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,185	45.1%	114
Fast food/drive-in last 6 months: eat in	1,786	36.9%	101
Fast food/drive-in last 6 months: home delivery	232	4.8%	62
Fast food/drive-in last 6 months: take-out/drive-thru	2,566	53.0%	114
Fast food/drive-in last 6 months: take-out/walk-in	854	17.6%	91
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,037	21.4%	67
Own e-reader/tablet: iPad	354	7.3%	48
Own any portable MP3 player	1,168	24.1%	78
HH owns 1 TV	425	18.3%	90
HH owns 2 TVs	573	24.7%	95
HH owns 3 TVs	524	22.6%	106
HH owns 4+ TVs	497	21.4%	113
HH subscribes to cable TV	694	29.9%	60
HH subscribes to fiber optic	43	1.9%	24
HH has satellite dish	1,117	48.2%	190
HH owns DVD/Blu-ray player	1,409	60.8%	100
HH owns camcorder	283	12.2%	87
HH owns portable GPS navigation device	535	23.1%	84
HH purchased video game system in last 12 mos	128	5.5%	70
HH owns Internet video device for TV	78	3.4%	48
Travel (Adults)			
Domestic travel in last 12 months	2,000	41.3%	82
Took 3+ domestic non-business trips in last 12 months	346	7.1%	64
Spent on domestic vacations in last 12 months: <\$1,000	461	9.5%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	204	4.2%	72
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	111	2.3%	64
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	127	2.6%	67
Spent on domestic vacations in last 12 months: \$3,000+	162	3.3%	61
Domestic travel in the 12 months: used general travel website	235	4.9%	72
Foreign travel in last 3 years	539	11.1%	46
Took 3+ foreign trips by plane in last 3 years	65	1.3%	30
Spent on foreign vacations in last 12 months: <\$1,000	82	1.7%	41
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	76	1.6%	48
Spent on foreign vacations in last 12 months: \$3,000+	79	1.6%	33
Foreign travel in last 3 years: used general travel website	137	2.8%	51
Nights spent in hotel/motel in last 12 months: any	1,543	31.9%	78
Took cruise of more than one day in last 3 years	266	5.5%	66
Member of any frequent flyer program	270	5.6%	34
Member of any hotel rewards program	363	7.5%	53

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.