



Retail Market Potential

2710 Geer Hwy, Marietta, South Carolina, 29661
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.01770
 Longitude: -82.49733

Demographic Summary		2016	2021
Population		1,628	1,671
Population 18+		1,245	1,279
Households		604	617
Median Household Income		\$40,001	\$40,113

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	575	46.2%	98
Bought any women's clothing in last 12 months	560	45.0%	102
Bought clothing for child <13 years in last 6 months	376	30.2%	110
Bought any shoes in last 12 months	645	51.8%	96
Bought costume jewelry in last 12 months	225	18.1%	93
Bought any fine jewelry in last 12 months	245	19.7%	107
Bought a watch in last 12 months	152	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	520	86.1%	101
HH bought/leased new vehicle last 12 mo	48	7.9%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,102	88.5%	104
Bought/changed motor oil in last 12 months	761	61.1%	124
Had tune-up in last 12 months	380	30.5%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	788	63.3%	97
Drank regular cola in last 6 months	660	53.0%	118
Drank beer/ale in last 6 months	419	33.7%	79
Cameras (Adults)			
Own digital point & shoot camera	276	22.2%	76
Own digital single-lens reflex (SLR) camera	71	5.7%	66
Bought any camera in last 12 months	64	5.1%	90
Printed digital photos in last 12 months	45	3.6%	124
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	419	33.7%	93
Have a smartphone	569	45.7%	78
Have a smartphone: Android phone (any brand)	284	22.8%	85
Have a smartphone: Apple iPhone	193	15.5%	60
Number of cell phones in household: 1	213	35.3%	110
Number of cell phones in household: 2	202	33.4%	89
Number of cell phones in household: 3+	149	24.7%	97
HH has cell phone only (no landline telephone)	280	46.4%	111
Computers (Households)			
HH owns a computer	384	63.6%	83
HH owns desktop computer	235	38.9%	86
HH owns laptop/notebook	257	42.5%	78
HH owns any Apple/Mac brand computer	46	7.6%	51
HH owns any PC/non-Apple brand computer	357	59.1%	87
HH purchased most recent computer in a store	188	31.1%	83
HH purchased most recent computer online	54	8.9%	68
Spent <\$500 on most recent home computer	98	16.2%	112
Spent \$500-\$999 on most recent home computer	89	14.7%	77
Spent \$1,000-\$1,499 on most recent home computer	40	6.6%	70
Spent \$1,500-\$1,999 on most recent home computer	13	2.2%	47
Spent \$2,000+ on most recent home computer	15	2.5%	63

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	603	48.4%	95
Bought brewed coffee at convenience store in last 30 days	171	13.7%	87
Bought cigarettes at convenience store in last 30 days	250	20.1%	161
Bought gas at convenience store in last 30 days	525	42.2%	128
Spent at convenience store in last 30 days: <\$20	65	5.2%	64
Spent at convenience store in last 30 days: \$20-\$39	103	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	102	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	51	4.1%	93
Spent at convenience store in last 30 days: \$100+	385	30.9%	135
Entertainment (Adults)			
Attended a movie in last 6 months	608	48.8%	82
Went to live theater in last 12 months	71	5.7%	44
Went to a bar/night club in last 12 months	136	10.9%	65
Dined out in last 12 months	429	34.5%	77
Gambled at a casino in last 12 months	131	10.5%	77
Visited a theme park in last 12 months	148	11.9%	67
Viewed movie (video-on-demand) in last 30 days	107	8.6%	51
Viewed TV show (video-on-demand) in last 30 days	58	4.7%	36
Watched any pay-per-view TV in last 12 months	128	10.3%	78
Downloaded a movie over the Internet in last 30 days	50	4.0%	56
Downloaded any individual song in last 6 months	205	16.5%	81
Watched a movie online in the last 30 days	103	8.3%	52
Watched a TV program online in last 30 days	94	7.6%	51
Played a video/electronic game (console) in last 12 months	120	9.6%	92
Played a video/electronic game (portable) in last 12 months	45	3.6%	79
Financial (Adults)			
Have home mortgage (1st)	305	24.5%	79
Used ATM/cash machine in last 12 months	494	39.7%	81
Own any stock	46	3.7%	48
Own U.S. savings bond	34	2.7%	52
Own shares in mutual fund (stock)	49	3.9%	54
Own shares in mutual fund (bonds)	26	2.1%	43
Have interest checking account	270	21.7%	77
Have non-interest checking account	328	26.3%	93
Have savings account	542	43.5%	81
Have 401K retirement savings plan	141	11.3%	78
Own/used any credit/debit card in last 12 months	846	68.0%	91
Avg monthly credit card expenditures: <\$111	158	12.7%	109
Avg monthly credit card expenditures: \$111-\$225	70	5.6%	82
Avg monthly credit card expenditures: \$226-\$450	50	4.0%	63
Avg monthly credit card expenditures: \$451-\$700	45	3.6%	68
Avg monthly credit card expenditures: \$701-\$1,000	25	2.0%	47
Avg monthly credit card expenditures: \$1,001+	45	3.6%	40
Did banking online in last 12 months	299	24.0%	67
Did banking on mobile device in last 12 months	119	9.6%	68
Paid bills online in last 12 months	391	31.4%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	451	74.7%	107
Used bread in last 6 months	568	94.0%	100
Used chicken (fresh or frozen) in last 6 months	400	66.2%	96
Used turkey (fresh or frozen) in last 6 months	91	15.1%	95
Used fish/seafood (fresh or frozen) in last 6 months	314	52.0%	95
Used fresh fruit/vegetables in last 6 months	509	84.3%	98
Used fresh milk in last 6 months	532	88.1%	100
Used organic food in last 6 months	91	15.1%	77
Health (Adults)			
Exercise at home 2+ times per week	281	22.6%	80
Exercise at club 2+ times per week	53	4.3%	33
Visited a doctor in last 12 months	929	74.6%	98
Used vitamin/dietary supplement in last 6 months	580	46.6%	88
Home (Households)			
Any home improvement in last 12 months	147	24.3%	91
Used housekeeper/maid/professional HH cleaning service in last 12	47	7.8%	59
Purchased low ticket HH furnishings in last 12 months	87	14.4%	90
Purchased big ticket HH furnishings in last 12 months	114	18.9%	90
Bought any small kitchen appliance in last 12 months	120	19.9%	89
Bought any large kitchen appliance in last 12 months	85	14.1%	111
Insurance (Adults/Households)			
Currently carry life insurance	552	44.3%	104
Carry medical/hospital/accident insurance	756	60.7%	93
Carry homeowner insurance	562	45.1%	96
Carry renter's insurance	61	4.9%	60
Have auto insurance: 1 vehicle in household covered	200	33.1%	107
Have auto insurance: 2 vehicles in household covered	166	27.5%	96
Have auto insurance: 3+ vehicles in household covered	116	19.2%	88
Pets (Households)			
Household owns any pet	387	64.1%	119
Household owns any cat	177	29.3%	131
Household owns any dog	321	53.1%	130
Psychographics (Adults)			
Buying American is important to me	649	52.1%	123
Usually buy items on credit rather than wait	119	9.6%	81
Usually buy based on quality - not price	214	17.2%	96
Price is usually more important than brand name	390	31.3%	119
Usually use coupons for brands I buy often	248	19.9%	105
Am interested in how to help the environment	201	16.1%	99
Usually pay more for environ safe product	157	12.6%	99
Usually value green products over convenience	162	13.0%	124
Likely to buy a brand that supports a charity	484	38.9%	111
Reading (Adults)			
Bought digital book in last 12 months	92	7.4%	56
Bought hardcover book in last 12 months	195	15.7%	75
Bought paperback book in last 12 month	305	24.5%	78
Read any daily newspaper (paper version)	308	24.7%	95
Read any digital newspaper in last 30 days	288	23.1%	69
Read any magazine (paper/electronic version) in last 6 months	1,068	85.8%	95

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	885	71.1%	95
Went to family restaurant/steak house: 4+ times a month	305	24.5%	89
Went to fast food/drive-in restaurant in last 6 months	1,142	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	542	43.5%	110
Fast food/drive-in last 6 months: eat in	407	32.7%	90
Fast food/drive-in last 6 months: home delivery	60	4.8%	63
Fast food/drive-in last 6 months: take-out/drive-thru	646	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	211	16.9%	87
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	262	21.0%	66
Own e-reader/tablet: iPad	94	7.6%	49
Own any portable MP3 player	286	23.0%	75
HH owns 1 TV	116	19.2%	94
HH owns 2 TVs	147	24.3%	94
HH owns 3 TVs	130	21.5%	101
HH owns 4+ TVs	123	20.4%	108
HH subscribes to cable TV	186	30.8%	62
HH subscribes to fiber optic	16	2.6%	35
HH has satellite dish	263	43.5%	171
HH owns DVD/Blu-ray player	356	58.9%	97
HH owns camcorder	64	10.6%	76
HH owns portable GPS navigation device	125	20.7%	75
HH purchased video game system in last 12 mos	35	5.8%	73
HH owns Internet video device for TV	20	3.3%	47
Travel (Adults)			
Domestic travel in last 12 months	458	36.8%	73
Took 3+ domestic non-business trips in last 12 months	87	7.0%	63
Spent on domestic vacations in last 12 months: <\$1,000	110	8.8%	82
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	51	4.1%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	24	1.9%	54
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	30	2.4%	62
Spent on domestic vacations in last 12 months: \$3,000+	36	2.9%	52
Domestic travel in the 12 months: used general travel website	49	3.9%	58
Foreign travel in last 3 years	130	10.4%	43
Took 3+ foreign trips by plane in last 3 years	17	1.4%	30
Spent on foreign vacations in last 12 months: <\$1,000	19	1.5%	37
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	17	1.4%	42
Spent on foreign vacations in last 12 months: \$3,000+	19	1.5%	31
Foreign travel in last 3 years: used general travel website	31	2.5%	45
Nights spent in hotel/motel in last 12 months: any	351	28.2%	69
Took cruise of more than one day in last 3 years	65	5.2%	62
Member of any frequent flyer program	67	5.4%	33
Member of any hotel rewards program	75	6.0%	43

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Retail Market Potential

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 Ring: 3 mile radius

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 Latitude: 35.01770
 Longitude: -82.49733

Demographic Summary		2016	2021
Population		7,348	7,650
Population 18+		5,700	5,923
Households		2,726	2,825
Median Household Income		\$38,479	\$38,156

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,676	46.9%	99
Bought any women's clothing in last 12 months	2,685	47.1%	107
Bought clothing for child <13 years in last 6 months	1,669	29.3%	106
Bought any shoes in last 12 months	3,022	53.0%	98
Bought costume jewelry in last 12 months	1,146	20.1%	103
Bought any fine jewelry in last 12 months	1,123	19.7%	107
Bought a watch in last 12 months	628	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	2,412	88.5%	103
HH bought/leased new vehicle last 12 mo	221	8.1%	86
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,169	90.7%	107
Bought/changed motor oil in last 12 months	3,585	62.9%	128
Had tune-up in last 12 months	1,747	30.6%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,658	64.2%	98
Drank regular cola in last 6 months	2,950	51.8%	115
Drank beer/ale in last 6 months	1,985	34.8%	82
Cameras (Adults)			
Own digital point & shoot camera	1,491	26.2%	90
Own digital single-lens reflex (SLR) camera	299	5.2%	61
Bought any camera in last 12 months	312	5.5%	96
Printed digital photos in last 12 months	222	3.9%	133
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,043	35.8%	99
Have a smartphone	2,684	47.1%	80
Have a smartphone: Android phone (any brand)	1,312	23.0%	85
Have a smartphone: Apple iPhone	973	17.1%	66
Number of cell phones in household: 1	927	34.0%	106
Number of cell phones in household: 2	966	35.4%	95
Number of cell phones in household: 3+	654	24.0%	94
HH has cell phone only (no landline telephone)	1,213	44.5%	106
Computers (Households)			
HH owns a computer	1,819	66.7%	87
HH owns desktop computer	1,084	39.8%	88
HH owns laptop/notebook	1,215	44.6%	82
HH owns any Apple/Mac brand computer	193	7.1%	47
HH owns any PC/non-Apple brand computer	1,719	63.1%	93
HH purchased most recent computer in a store	938	34.4%	91
HH purchased most recent computer online	248	9.1%	70
Spent <\$500 on most recent home computer	442	16.2%	112
Spent \$500-\$999 on most recent home computer	419	15.4%	81
Spent \$1,000-\$1,499 on most recent home computer	196	7.2%	76
Spent \$1,500-\$1,999 on most recent home computer	70	2.6%	56
Spent \$2,000+ on most recent home computer	68	2.5%	64

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,851	50.0%	99
Bought brewed coffee at convenience store in last 30 days	882	15.5%	98
Bought cigarettes at convenience store in last 30 days	1,149	20.2%	161
Bought gas at convenience store in last 30 days	2,494	43.8%	132
Spent at convenience store in last 30 days: <\$20	281	4.9%	61
Spent at convenience store in last 30 days: \$20-\$39	440	7.7%	85
Spent at convenience store in last 30 days: \$40-\$50	500	8.8%	115
Spent at convenience store in last 30 days: \$51-\$99	262	4.6%	104
Spent at convenience store in last 30 days: \$100+	1,788	31.4%	137
Entertainment (Adults)			
Attended a movie in last 6 months	2,821	49.5%	83
Went to live theater in last 12 months	403	7.1%	54
Went to a bar/night club in last 12 months	654	11.5%	69
Dined out in last 12 months	2,144	37.6%	84
Gambled at a casino in last 12 months	557	9.8%	71
Visited a theme park in last 12 months	721	12.6%	72
Viewed movie (video-on-demand) in last 30 days	562	9.9%	58
Viewed TV show (video-on-demand) in last 30 days	302	5.3%	41
Watched any pay-per-view TV in last 12 months	692	12.1%	92
Downloaded a movie over the Internet in last 30 days	197	3.5%	48
Downloaded any individual song in last 6 months	958	16.8%	82
Watched a movie online in the last 30 days	442	7.8%	49
Watched a TV program online in last 30 days	410	7.2%	48
Played a video/electronic game (console) in last 12 months	533	9.4%	90
Played a video/electronic game (portable) in last 12 months	249	4.4%	96
Financial (Adults)			
Have home mortgage (1st)	1,668	29.3%	94
Used ATM/cash machine in last 12 months	2,417	42.4%	86
Own any stock	267	4.7%	61
Own U.S. savings bond	160	2.8%	53
Own shares in mutual fund (stock)	246	4.3%	59
Own shares in mutual fund (bonds)	133	2.3%	48
Have interest checking account	1,423	25.0%	89
Have non-interest checking account	1,657	29.1%	103
Have savings account	2,580	45.3%	84
Have 401K retirement savings plan	658	11.5%	79
Own/used any credit/debit card in last 12 months	4,092	71.8%	96
Avg monthly credit card expenditures: <\$111	746	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	382	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	263	4.6%	73
Avg monthly credit card expenditures: \$451-\$700	239	4.2%	79
Avg monthly credit card expenditures: \$701-\$1,000	113	2.0%	46
Avg monthly credit card expenditures: \$1,001+	180	3.2%	35
Did banking online in last 12 months	1,589	27.9%	78
Did banking on mobile device in last 12 months	610	10.7%	76
Paid bills online in last 12 months	1,964	34.5%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,057	75.5%	109
Used bread in last 6 months	2,607	95.6%	102
Used chicken (fresh or frozen) in last 6 months	1,878	68.9%	100
Used turkey (fresh or frozen) in last 6 months	406	14.9%	94
Used fish/seafood (fresh or frozen) in last 6 months	1,436	52.7%	96
Used fresh fruit/vegetables in last 6 months	2,343	86.0%	100
Used fresh milk in last 6 months	2,440	89.5%	102
Used organic food in last 6 months	369	13.5%	69
Health (Adults)			
Exercise at home 2+ times per week	1,431	25.1%	88
Exercise at club 2+ times per week	298	5.2%	40
Visited a doctor in last 12 months	4,400	77.2%	102
Used vitamin/dietary supplement in last 6 months	2,804	49.2%	93
Home (Households)			
Any home improvement in last 12 months	727	26.7%	99
Used housekeeper/maid/professional HH cleaning service in last 12	205	7.5%	57
Purchased low ticket HH furnishings in last 12 months	406	14.9%	93
Purchased big ticket HH furnishings in last 12 months	526	19.3%	92
Bought any small kitchen appliance in last 12 months	557	20.4%	92
Bought any large kitchen appliance in last 12 months	380	13.9%	110
Insurance (Adults/Households)			
Currently carry life insurance	2,598	45.6%	107
Carry medical/hospital/accident insurance	3,575	62.7%	96
Carry homeowner insurance	2,850	50.0%	106
Carry renter's insurance	266	4.7%	57
Have auto insurance: 1 vehicle in household covered	850	31.2%	101
Have auto insurance: 2 vehicles in household covered	776	28.5%	100
Have auto insurance: 3+ vehicles in household covered	627	23.0%	105
Pets (Households)			
Household owns any pet	1,821	66.8%	124
Household owns any cat	854	31.3%	140
Household owns any dog	1,539	56.5%	139
Psychographics (Adults)			
Buying American is important to me	3,048	53.5%	126
Usually buy items on credit rather than wait	593	10.4%	89
Usually buy based on quality - not price	1,052	18.5%	103
Price is usually more important than brand name	1,793	31.5%	120
Usually use coupons for brands I buy often	1,186	20.8%	110
Am interested in how to help the environment	778	13.6%	84
Usually pay more for environ safe product	660	11.6%	91
Usually value green products over convenience	648	11.4%	108
Likely to buy a brand that supports a charity	2,076	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	531	9.3%	70
Bought hardcover book in last 12 months	960	16.8%	80
Bought paperback book in last 12 month	1,587	27.8%	89
Read any daily newspaper (paper version)	1,316	23.1%	88
Read any digital newspaper in last 30 days	1,479	25.9%	78
Read any magazine (paper/electronic version) in last 6 months	4,959	87.0%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,273	75.0%	101
Went to family restaurant/steak house: 4+ times a month	1,581	27.7%	101
Went to fast food/drive-in restaurant in last 6 months	5,291	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	2,583	45.3%	115
Fast food/drive-in last 6 months: eat in	2,141	37.6%	103
Fast food/drive-in last 6 months: home delivery	273	4.8%	62
Fast food/drive-in last 6 months: take-out/drive-thru	3,032	53.2%	115
Fast food/drive-in last 6 months: take-out/walk-in	1,014	17.8%	91
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,225	21.5%	68
Own e-reader/tablet: iPad	413	7.2%	47
Own any portable MP3 player	1,385	24.3%	79
HH owns 1 TV	494	18.1%	89
HH owns 2 TVs	674	24.7%	95
HH owns 3 TVs	622	22.8%	107
HH owns 4+ TVs	589	21.6%	114
HH subscribes to cable TV	811	29.8%	60
HH subscribes to fiber optic	47	1.7%	23
HH has satellite dish	1,330	48.8%	192
HH owns DVD/Blu-ray player	1,665	61.1%	101
HH owns camcorder	341	12.5%	90
HH owns portable GPS navigation device	639	23.4%	85
HH purchased video game system in last 12 mos	151	5.5%	70
HH owns Internet video device for TV	93	3.4%	48
Travel (Adults)			
Domestic travel in last 12 months	2,401	42.1%	84
Took 3+ domestic non-business trips in last 12 months	411	7.2%	65
Spent on domestic vacations in last 12 months: <\$1,000	552	9.7%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	242	4.2%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	134	2.4%	66
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	152	2.7%	68
Spent on domestic vacations in last 12 months: \$3,000+	194	3.4%	62
Domestic travel in the 12 months: used general travel website	284	5.0%	74
Foreign travel in last 3 years	640	11.2%	47
Took 3+ foreign trips by plane in last 3 years	75	1.3%	29
Spent on foreign vacations in last 12 months: <\$1,000	98	1.7%	41
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	91	1.6%	49
Spent on foreign vacations in last 12 months: \$3,000+	94	1.6%	33
Foreign travel in last 3 years: used general travel website	164	2.9%	52
Nights spent in hotel/motel in last 12 months: any	1,852	32.5%	80
Took cruise of more than one day in last 3 years	316	5.5%	66
Member of any frequent flyer program	317	5.6%	34
Member of any hotel rewards program	441	7.7%	55

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Retail Market Potential

2710 Geer Hwy, Marietta, South Carolina, 29661
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.01770
 Longitude: -82.49733

Demographic Summary		2016	2021
Population		16,936	17,899
Population 18+		13,070	13,834
Households		6,335	6,673
Median Household Income		\$40,034	\$40,964

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,163	47.2%	100
Bought any women's clothing in last 12 months	6,073	46.5%	106
Bought clothing for child <13 years in last 6 months	3,691	28.2%	102
Bought any shoes in last 12 months	6,910	52.9%	98
Bought costume jewelry in last 12 months	2,633	20.1%	103
Bought any fine jewelry in last 12 months	2,433	18.6%	102
Bought a watch in last 12 months	1,381	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	5,658	89.3%	104
HH bought/leased new vehicle last 12 mo	480	7.6%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,811	90.4%	106
Bought/changed motor oil in last 12 months	8,063	61.7%	126
Had tune-up in last 12 months	3,971	30.4%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	8,271	63.3%	97
Drank regular cola in last 6 months	6,557	50.2%	112
Drank beer/ale in last 6 months	4,818	36.9%	87
Cameras (Adults)			
Own digital point & shoot camera	3,569	27.3%	94
Own digital single-lens reflex (SLR) camera	718	5.5%	64
Bought any camera in last 12 months	729	5.6%	98
Printed digital photos in last 12 months	484	3.7%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,724	36.1%	100
Have a smartphone	6,253	47.8%	81
Have a smartphone: Android phone (any brand)	3,042	23.3%	86
Have a smartphone: Apple iPhone	2,325	17.8%	69
Number of cell phones in household: 1	2,226	35.1%	109
Number of cell phones in household: 2	2,265	35.8%	96
Number of cell phones in household: 3+	1,377	21.7%	85
HH has cell phone only (no landline telephone)	2,787	44.0%	105
Computers (Households)			
HH owns a computer	4,309	68.0%	89
HH owns desktop computer	2,528	39.9%	88
HH owns laptop/notebook	2,915	46.0%	85
HH owns any Apple/Mac brand computer	482	7.6%	51
HH owns any PC/non-Apple brand computer	4,040	63.8%	94
HH purchased most recent computer in a store	2,236	35.3%	94
HH purchased most recent computer online	610	9.6%	74
Spent <\$500 on most recent home computer	1,029	16.2%	112
Spent \$500-\$999 on most recent home computer	1,052	16.6%	87
Spent \$1,000-\$1,499 on most recent home computer	451	7.1%	75
Spent \$1,500-\$1,999 on most recent home computer	175	2.8%	61
Spent \$2,000+ on most recent home computer	161	2.5%	65

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,472	49.5%	98
Bought brewed coffee at convenience store in last 30 days	2,123	16.2%	103
Bought cigarettes at convenience store in last 30 days	2,476	18.9%	151
Bought gas at convenience store in last 30 days	5,687	43.5%	132
Spent at convenience store in last 30 days: <\$20	691	5.3%	65
Spent at convenience store in last 30 days: \$20-\$39	1,044	8.0%	88
Spent at convenience store in last 30 days: \$40-\$50	1,105	8.5%	111
Spent at convenience store in last 30 days: \$51-\$99	614	4.7%	106
Spent at convenience store in last 30 days: \$100+	4,043	30.9%	135
Entertainment (Adults)			
Attended a movie in last 6 months	6,546	50.1%	84
Went to live theater in last 12 months	1,094	8.4%	64
Went to a bar/night club in last 12 months	1,693	13.0%	78
Dined out in last 12 months	5,187	39.7%	88
Gambled at a casino in last 12 months	1,357	10.4%	76
Visited a theme park in last 12 months	1,635	12.5%	71
Viewed movie (video-on-demand) in last 30 days	1,518	11.6%	68
Viewed TV show (video-on-demand) in last 30 days	847	6.5%	50
Watched any pay-per-view TV in last 12 months	1,612	12.3%	94
Downloaded a movie over the Internet in last 30 days	493	3.8%	53
Downloaded any individual song in last 6 months	2,217	17.0%	83
Watched a movie online in the last 30 days	1,178	9.0%	56
Watched a TV program online in last 30 days	1,125	8.6%	58
Played a video/electronic game (console) in last 12 months	1,297	9.9%	95
Played a video/electronic game (portable) in last 12 months	616	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	3,924	30.0%	97
Used ATM/cash machine in last 12 months	5,704	43.6%	89
Own any stock	692	5.3%	69
Own U.S. savings bond	434	3.3%	63
Own shares in mutual fund (stock)	618	4.7%	65
Own shares in mutual fund (bonds)	357	2.7%	56
Have interest checking account	3,500	26.8%	95
Have non-interest checking account	3,901	29.8%	106
Have savings account	6,189	47.4%	88
Have 401K retirement savings plan	1,539	11.8%	81
Own/used any credit/debit card in last 12 months	9,500	72.7%	98
Avg monthly credit card expenditures: <\$111	1,702	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	895	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	714	5.5%	86
Avg monthly credit card expenditures: \$451-\$700	571	4.4%	82
Avg monthly credit card expenditures: \$701-\$1,000	291	2.2%	52
Avg monthly credit card expenditures: \$1,001+	499	3.8%	42
Did banking online in last 12 months	3,835	29.3%	82
Did banking on mobile device in last 12 months	1,434	11.0%	78
Paid bills online in last 12 months	4,689	35.9%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,754	75.0%	108
Used bread in last 6 months	6,067	95.8%	102
Used chicken (fresh or frozen) in last 6 months	4,380	69.1%	100
Used turkey (fresh or frozen) in last 6 months	965	15.2%	96
Used fish/seafood (fresh or frozen) in last 6 months	3,342	52.8%	97
Used fresh fruit/vegetables in last 6 months	5,486	86.6%	101
Used fresh milk in last 6 months	5,697	89.9%	102
Used organic food in last 6 months	838	13.2%	67
Health (Adults)			
Exercise at home 2+ times per week	3,393	26.0%	91
Exercise at club 2+ times per week	893	6.8%	53
Visited a doctor in last 12 months	10,153	77.7%	102
Used vitamin/dietary supplement in last 6 months	6,638	50.8%	96
Home (Households)			
Any home improvement in last 12 months	1,695	26.8%	100
Used housekeeper/maid/professional HH cleaning service in last 12	550	8.7%	66
Purchased low ticket HH furnishings in last 12 months	931	14.7%	91
Purchased big ticket HH furnishings in last 12 months	1,248	19.7%	94
Bought any small kitchen appliance in last 12 months	1,397	22.1%	99
Bought any large kitchen appliance in last 12 months	857	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	6,061	46.4%	109
Carry medical/hospital/accident insurance	8,439	64.6%	98
Carry homeowner insurance	6,685	51.1%	109
Carry renter's insurance	764	5.8%	72
Have auto insurance: 1 vehicle in household covered	2,036	32.1%	104
Have auto insurance: 2 vehicles in household covered	1,791	28.3%	99
Have auto insurance: 3+ vehicles in household covered	1,479	23.3%	107
Pets (Households)			
Household owns any pet	4,040	63.8%	119
Household owns any cat	1,889	29.8%	133
Household owns any dog	3,333	52.6%	129
Psychographics (Adults)			
Buying American is important to me	6,831	52.3%	123
Usually buy items on credit rather than wait	1,365	10.4%	89
Usually buy based on quality - not price	2,362	18.1%	101
Price is usually more important than brand name	3,980	30.5%	116
Usually use coupons for brands I buy often	2,759	21.1%	112
Am interested in how to help the environment	1,742	13.3%	82
Usually pay more for environ safe product	1,436	11.0%	86
Usually value green products over convenience	1,396	10.7%	102
Likely to buy a brand that supports a charity	4,619	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	1,373	10.5%	79
Bought hardcover book in last 12 months	2,342	17.9%	86
Bought paperback book in last 12 month	3,729	28.5%	91
Read any daily newspaper (paper version)	3,170	24.3%	93
Read any digital newspaper in last 30 days	3,559	27.2%	82
Read any magazine (paper/electronic version) in last 6 months	11,524	88.2%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,902	75.8%	102
Went to family restaurant/steak house: 4+ times a month	3,738	28.6%	104
Went to fast food/drive-in restaurant in last 6 months	12,126	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	5,803	44.4%	112
Fast food/drive-in last 6 months: eat in	5,150	39.4%	108
Fast food/drive-in last 6 months: home delivery	737	5.6%	74
Fast food/drive-in last 6 months: take-out/drive-thru	6,849	52.4%	113
Fast food/drive-in last 6 months: take-out/walk-in	2,338	17.9%	92
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,931	22.4%	71
Own e-reader/tablet: iPad	1,052	8.0%	52
Own any portable MP3 player	3,259	24.9%	81
HH owns 1 TV	1,233	19.5%	95
HH owns 2 TVs	1,664	26.3%	101
HH owns 3 TVs	1,419	22.4%	105
HH owns 4+ TVs	1,267	20.0%	106
HH subscribes to cable TV	2,224	35.1%	71
HH subscribes to fiber optic	115	1.8%	24
HH has satellite dish	2,824	44.6%	176
HH owns DVD/Blu-ray player	3,852	60.8%	100
HH owns camcorder	829	13.1%	94
HH owns portable GPS navigation device	1,576	24.9%	91
HH purchased video game system in last 12 mos	352	5.6%	70
HH owns Internet video device for TV	235	3.7%	53
Travel (Adults)			
Domestic travel in last 12 months	5,789	44.3%	88
Took 3+ domestic non-business trips in last 12 months	1,025	7.8%	71
Spent on domestic vacations in last 12 months: <\$1,000	1,283	9.8%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	603	4.6%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	330	2.5%	71
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	369	2.8%	72
Spent on domestic vacations in last 12 months: \$3,000+	486	3.7%	67
Domestic travel in the 12 months: used general travel website	670	5.1%	76
Foreign travel in last 3 years	1,651	12.6%	52
Took 3+ foreign trips by plane in last 3 years	224	1.7%	38
Spent on foreign vacations in last 12 months: <\$1,000	274	2.1%	50
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	226	1.7%	53
Spent on foreign vacations in last 12 months: \$3,000+	254	1.9%	39
Foreign travel in last 3 years: used general travel website	381	2.9%	52
Nights spent in hotel/motel in last 12 months: any	4,597	35.2%	87
Took cruise of more than one day in last 3 years	773	5.9%	71
Member of any frequent flyer program	826	6.3%	39
Member of any hotel rewards program	1,168	8.9%	63

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