

Osceola

Osceola County, IA (19143) Geography: County

Demographic Summary	2018	2023
Population	6,191	6,021
Population 18+	4,864	4,682
Households	2,586	2,518
Median Household Income	\$50,965	\$53,775

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	МРІ
Apparel (Adults)	Addits/ IIIIs	Addits/IIIIs	MPI
Bought any men's clothing in last 12 months	2,328	47.9%	102
Bought any women's clothing in last 12 months	2,081	42.8%	99
Bought clothing for child <13 years in last 6 months	1,202	24.7%	92
Bought any shoes in last 12 months	2,542	52.3%	98
Bought costume jewelry in last 12 months	819	16.8%	93
Bought any fine jewelry in last 12 months	726	14.9%	83
Bought a watch in last 12 months	819	16.8%	106
Bought a Water III last 12 months	019	10.070	100
Automobiles (Households)			
HH owns/leases any vehicle	2,351	90.9%	106
HH bought/leased new vehicle last 12 mo	208	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,349	89.4%	105
Bought/changed motor oil in last 12 months	2,807	57.7%	121
Had tune-up in last 12 months	1,174	24.1%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,153	64.8%	93
Drank regular cola in last 6 months	2,481	51.0%	115
Drank beer/ale in last 6 months	2,059	42.3%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	636	13.1%	112
Own digital SLR camera/camcorder	310	6.4%	82
Printed digital photos in last 12 months	1,206	24.8%	107
Timed digital prioros in last 12 months	1,200	2 0 . 7 .	10,
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,753	36.0%	100
Have a smartphone	3,381	69.5%	87
Have a smartphone: Android phone (any brand)	1,813	37.3%	96
Have a smartphone: Apple iPhone	1,350	27.8%	72
Number of cell phones in household: 1	819	31.7%	103
Number of cell phones in household: 2	1,091	42.2%	110
Number of cell phones in household: 3+	532	20.6%	75
HH has cell phone only (no landline telephone)	1,129	43.7%	83
Computers (Households)			
HH owns a computer	1,806	69.8%	94
HH owns desktop computer	1,010	39.1%	102
HH owns laptop/notebook	1,305	50.5%	89
HH owns any Apple/Mac brand computer	257	9.9%	56
HH owns any PC/non-Apple brand computer	1,670	64.6%	103
HH purchased most recent computer in a store	941	36.4%	98
HH purchased most recent computer online	275	10.6%	79
Spent <\$500 on most recent home computer	520	20.1%	132
Spent \$500-\$999 on most recent home computer	457	17.7%	100
Spent \$1,000-\$1,499 on most recent home computer	205	7.9%	83
Spent \$1,500-\$1,999 on most recent home computer	74	2.9%	62
Spent \$2,000+ on most recent home computer	58	2.2%	55

**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 2018 and 2023.

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,314	68.1%	109
Bought brewed coffee at convenience store in last 30 days	759	15.6%	115
Bought cigarettes at convenience store in last 30 days	564	11.6%	106
Bought gas at convenience store in last 30 days	2,295	47.2%	128
Spent at convenience store in last 30 days: <\$20	311	6.4%	89
Spent at convenience store in last 30 days: \$20-\$39	445	9.1%	96
Spent at convenience store in last 30 days: \$40-\$50	465	9.6%	115
Spent at convenience store in last 30 days: \$51-\$99	293	6.0%	108
Spent at convenience store in last 30 days: \$100+	1,406	28.9%	130
Entertainment (Adults)			
Attended a movie in last 6 months	2,499	51.4%	86
Went to live theater in last 12 months	391	8.0%	69
Went to a bar/night club in last 12 months	794	16.3%	93
Dined out in last 12 months	2,389	49.1%	96
Gambled at a casino in last 12 months	586	12.0%	93
Visited a theme park in last 12 months	638	13.1%	69
Viewed movie (video-on-demand) in last 30 days	694	14.3%	79
Viewed TV show (video-on-demand) in last 30 days	469	9.6%	69
Watched any pay-per-view TV in last 12 months	482	9.9%	90
Downloaded a movie over the Internet in last 30 days	315	6.5%	71
Downloaded any individual song in last 6 months	709	14.6%	72
Watched a movie online in the last 30 days	842	17.3%	72
Watched a TV program online in last 30 days	572	11.8%	65
Played a video/electronic game (console) in last 12 months	373	7.7%	84
Played a video/electronic game (portable) in last 12 months	173	3.6%	69
Financial (Adults)			
Have home mortgage (1st)	1,533	31.5%	100
Used ATM/cash machine in last 12 months	2,382	49.0%	92
Own any stock	266	5.5%	76
Own U.S. savings bond	226	4.6%	96
Own shares in mutual fund (stock)	323	6.6%	96
Own shares in mutual fund (bonds)	187	3.8%	81
Have interest checking account	1,497	30.8%	104
Have non-interest checking account	1,662	34.2%	116
Have savings account	2,870	59.0%	101
Have 401K retirement savings plan	710	14.6%	94
Own/used any credit/debit card in last 12 months	3,812	78.4%	98
Avg monthly credit card expenditures: <\$111	702	14.4%	120
Avg monthly credit card expenditures: \$111-\$225	422	8.7%	121
Avg monthly credit card expenditures: \$111-\$225  Avg monthly credit card expenditures: \$226-\$450	410	8.4%	125
Avg monthly credit card expenditures: \$220-\$430  Avg monthly credit card expenditures: \$451-\$700	271	5.6%	90
Avg monthly credit card expenditures: \$431-\$700  Avg monthly credit card expenditures: \$701-\$1,000	233	4.8%	82
	419		79
Avg monthly credit card expenditures: \$1,001+ Did banking online in last 12 months	1,649	8.6%	
CONTRACTOR OF THE BUILDS IN THE STATE OF THE	1,049	33.9%	86
Did banking on mobile device in last 12 months	925	19.0%	81

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Product/Consumer Behavior	Adults/HHs	Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,928	74.6%	109
Used bread in last 6 months	2,451	94.8%	101
Used chicken (fresh or frozen) in last 6 months	1,782	68.9%	100
Used turkey (fresh or frozen) in last 6 months	427	16.5%	108
Used fish/seafood (fresh or frozen) in last 6 months	1,301	50.3%	92
Used fresh fruit/vegetables in last 6 months	2,287	88.4%	102
Used fresh milk in last 6 months	2,320	89.7%	104
Used organic food in last 6 months	365	14.1%	60
Health (Adults)			
Exercise at home 2+ times per week	1,248	25.7%	92
Exercise at club 2+ times per week	440	9.0%	63
Visited a doctor in last 12 months	3,923	80.7%	105
Used vitamin/dietary supplement in last 6 months	2,633	54.1%	100
Harra (Harrada Ida)			
Home (Households)  Any home improvement in last 12 months	858	33.2%	119
Used housekeeper/maid/professional HH cleaning service in last 12	239	9.2%	66
Purchased low ticket HH furnishings in last 12 months	374	14.5%	86
Purchased big ticket HH furnishings in last 12 months	480	18.6%	85
Bought any small kitchen appliance in last 12 months	600	23.2%	103
Bought any large kitchen appliance in last 12 months	399	15.4%	103
bought any large kitchen appliance in last 12 months	333	13.470	109
Insurance (Adults/Households)			
Currently carry life insurance	2,508	51.6%	116
Carry medical/hospital/accident insurance	3,805	78.2%	105
Carry homeowner insurance	2,905	59.7%	126
Carry renter's insurance	318	6.5%	76
Have auto insurance: 1 vehicle in household covered	769	29.7%	97
Have auto insurance: 2 vehicles in household covered	729	28.2%	98
Have auto insurance: 3+ vehicles in household covered	742	28.7%	126
Pets (Households)			
Household owns any pet	1,596	61.7%	113
Household owns any cat	820	31.7%	138
Household owns any dog	1,234	47.7%	114
mousement of the day	1/201	1717 70	11.
Psychographics (Adults)			
Buying American is important to me	2,570	52.8%	130
Usually buy items on credit rather than wait	580	11.9%	91
Usually buy based on quality - not price	956	19.7%	102
Price is usually more important than brand name	1,622	33.3%	120
Usually use coupons for brands I buy often	1,048	21.5%	120
Am interested in how to help the environment	671	13.8%	76
Usually pay more for environ safe product	596	12.3%	86
Usually value green products over convenience	575	11.8%	104
Likely to buy a brand that supports a charity	1,669	34.3%	99
Reading (Adults)			
Bought digital book in last 12 months	478	9.8%	74
Bought hardcover book in last 12 months	869	17.9%	90
Bought paperback book in last 12 month	1,428	29.4%	101
Read any daily newspaper (paper version)	1,357	27.9%	135
Read any digital newspaper in last 30 days	1,374	28.2%	75
Read any magazine (paper/electronic version) in last 6 months	4,390	90.3%	100

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New   Ne		Expected Number of	Percent of	
Went to family restaurant/steak house: 4+ times a month         3,659         75,2%         1           Went to family restaurant/steak house: 4+ times a month         1,114         22,9%         1           Went to fast food/drive-in restaurant in last 6 months         4,514         92,8%         1           Went to fast food/drive-in restaurant in last 6 months: and the control of the cont	Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP
Went to family restaurant/steak house: 4+ times a month	•			
Went to fast Food/drive-in restaurant in last 6 months	•	·		10
Went to fast food/drive-in last 6 months: eat in	•	·		8
Fast food/drive-in last 6 months: eat in Fast food/drive-in last 6 months: home delivery Fast food/drive-in last 6 months: take-out/drive-thru 2,394 49.2% 1 Fast food/drive-in last 6 months: take-out/drive-thru 2,394 49.2% 1 Fast food/drive-in last 6 months: take-out/walk-in 875 18.0%  Television & Electronics (Adults/Households)  Own any tablet Own any ereader 371 7,6% 1 Own ereader/tablet: iPad 1,954 40.2%  Own any ereader 371 7,6% 1 Own ereader/tablet: iPad 1,968 19.8% 1H has Internet connectable TV 568 22.0%  Own any portable MP3 player 902 18.5% 1H owns 1 TV 512 19.8% 1H owns 1 TV 512 19.8% 1H owns 1 TV 514 19.8% 1H owns 2 TVs 554 21.4% 1H H owns 3 TVs 1H owns 4 T TV 888 34.3% 1H subscribes to cable TV 888 34.3% 1H subscribes to cable TV 888 34.3% 1H owns 4 T TV 1H owns 9 T Ty 1D Ty 1		,		10
Fast food/drive-in last 6 months: take-out/drive-thru 2,394 49,2% 1 Fast food/drive-in last 6 months: take-out/walk-in 875 18.0%  Television & Electronics (Adults/Households)  Own any tablet 1,954 40.2% 19,6% 1 Own any tablet 9,6% 19	·	·		8
Fast food/drive-in last 6 months: take-out/drive-throu 875 18.0%  Fast food/drive-in last 6 months: take-out/walk-in 875 18.0%  Television & Electronics (Adults/Households)  Own any tablet 1,954 40.2%  Own any e-reader 3,71 7.6% 1  Own e-reader/tablet: iPad 963 19.8%  HH has Internet connectable TV 568 22.0%  Own any portable MP3 player 902 18.5%  HH owns 1 TV 512 19.8%  HH owns 1 TV 512 19.8%  HH owns 1 TV 554 21.4% 1  HH owns 3 TVS 554 21.4% 1  HH owns 3 TVS 554 21.4% 1  HH subscribes to cable TV 888 34.3%  HH subscribes to fiber optic 74 2.9%  HH owns portable GP5 navigation device 717 27.7% 1  HH owns any Internet video device for TV 368 14.2%  Travel (Adults)  Domestic travel in last 12 months 51,000 521 10.7%  Spent on domestic vacations in last 12 months: \$1,000 \$4,499 278 5.7%  Spent on domestic vacations in last 12 months: \$2,000 \$2,999 171 3.5%  Spent on domestic vacations in last 12 months: \$3,000 \$4,0				10
Fast food/drive-in last 6 months: take-out/walk-in   875   18.0%	Fast food/drive-in last 6 months: home delivery			7
Television & Electronics (Adults/Households)   Own any tablet   1,954   40,2%	Fast food/drive-in last 6 months: take-out/drive-thru			10
Own any tablet       1,954       40.2%         Own any e-reader       371       7.6%       1         Own e-reader/tablet: iPad       963       19.8%         HH has Internet connectable TV       568       22.0%         Own any portable MP3 player       902       18.5%         HH owns 1 TV       512       19.8%         HH owns 2 TVs       698       27.0%       1         HH owns 3 TVs       554       21.4%       1         HH owns 2 TVs       509       19.7%       1         HH owns 2 TVs       509       19.7%       1         HH owns 2 TVs       888       34.3%         HH subscribes to Gable TV       888       34.3%         HH subscribes to fiber optic       74       2.9%         HH owns portable GPS navigation device       717       27.7%       1         HH owns any Internet video device for TV       368       14.2%         Travel (Adults)         Domestic travel in last 12 months       2,299       47.3%         Took 3+ domestic non-business trips in last 12 months       2,299       47.3%         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       278       5.7%         Spent on domestic vacations in la	Fast food/drive-in last 6 months: take-out/walk-in	875	18.0%	8
Own any e-reader       371       7.6%       1         Own e-reader/tablet: iPad       963       19.8%         HH has Internet connectable TV       568       22.0%         Own any portable MP3 player       902       18.5%         HH owns 1 TV       512       19.8%         HH owns 2 TVs       698       27.0%       1         HH owns 3 TVs       554       21.4%       1         HH owns 4+ TVs       509       19.7%       1         HH subscribes to fiber optic       74       2.9%         HH owns portable GPS navigation device       717       27.7%       1         HH owns portable GPS navigation device for TV       368       14.2%         Travel (Adults)       121       4.7%       1         Domestic travel in last 12 months       2,299       47.3%       1         Took 3+ domestic non-business trips in last 12 months: \$1,000       521       10.7%       5         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       278       5.7%       5         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       17       2.6%       5         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       171       3.5%       5       5	Television & Electronics (Adults/Households)			
Own e-reader/tablet: iPad         963         19.8%           HH has Internet connectable TV         558         22.0%           Own any portable MP3 player         902         18.5%           HH owns 1 TV         512         19.8%           HH owns 2 TVs         698         27.0%         1           HH owns 3 TVs         554         21.4%         1           HH owns 2 TVs         509         19.7%         1           HH owns 2 th TVs         509         19.7%         1           HH subscribes to cable TV         888         34.3%           HH subscribes to fiber optic         74         2.9%           HH owns portable GPS navigation device         717         27.7%         1           HH owns any Internet video device for TV         368         14.2%           Travel (Adults)           Domestic travel in last 12 months         2,299         47.3%           Took 3+ domestic non-business trips in last 12 months: Spent on domestic vacations in last 12 months: \$1,000         521         10.7%           Spent on domestic vacations in last 12 months: \$1,000-\$1,499         278         5.7%           Spent on domestic vacations in last 12 months: \$1,500-\$1,999         171         3.5%           Spent on domestic vacati	Own any tablet	1,954	40.2%	8
HH has Internet connectable TV Own any portable MP3 player 902 18.5% HH owns 1 TV 1512 19.8% HH owns 2 TVs 698 27.0% 18 Howns 2 TVs 698 27.0% 19 Howns 3 TVs 554 21.4% 19 HH owns 3 TVs 554 21.4% 19 HH owns 4 + TVS HH owns 4 + TVS HH subscribes to cable TV 888 34.3% HH subscribes to fiber optic 74 2.9% HH owns portable GPS navigation device 717 27.7% 10 HH owns any Internet video device for TV 868 14.2%  Travel (Adults)  Domestic travel in last 12 months Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$1,500-\$2,999 Took 3+ domestic vacations in last 12 months: \$1,500-\$2,999 To domestic vacations in last 12 months: \$1,500-\$2,999 Took 3+ domestic vacations in last 12 months: \$1,500-\$2,999 To domestic vacations in last 12 months: \$1,500-\$2,999 To domestic vacations in last 12 months: \$1,500-\$2,999 Took 3+ domestic vacations in last 12 months: \$1,500-\$2,999 Tor domestic vacations in last 12 months: \$1,500-\$2,999 Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Toreign travel in last 3 years Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Toreign travel in last 3 years Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Toreign travel in last 3 years Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 3 years Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Toreign travel in last 3 years Took 3+ foreign trips by plane in last 12 months: \$1,500-\$2,999 Toreign travel in last	Own any e-reader	371	7.6%	10
Own any portable MP3 player       902       18.5%         HH owns 1 TV       512       19.8%         HH owns 2 TVs       698       27.0%       1         HH owns 3 TVs       554       21.4%       1         HH owns 4+ TVs       509       19.7%       1         HH subscribes to cable TV       888       34.3%         HH subscribes to fiber optic       74       2.9%         HH owns portable GPS navigation device       717       27.7%       1         HH owns any Internet video device for TV       368       14.2%         Travel (Adults)         Domestic travel in last 12 months       2,299       47.3%         Took 3+ domestic non-business trips in last 12 months       454       9.3%         Spent on domestic vacations in last 12 months: \$1,000       521       10.7%         Spent on domestic vacations in last 12 months: \$1,000+\$1,499       278       5.7%         Spent on domestic vacations in last 12 months: \$1,000+\$1,499       278       5.7%         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       171       3.5%         Spent on domestic vacations in last 12 months: \$3,000+       204       4.2%         Domestic tr	Own e-reader/tablet: iPad	963	19.8%	7
HH owns 1 TV HH owns 2 TVs 698 27.0% 1 HH owns 2 TVs 554 21.4% 1 HH owns 3 TVS 559 19.7% 1 HH subscribes to cable TV 888 34.3% HH subscribes to fiber optic 74 2.9% HH owns portable GPS navigation device 77 77 27.7% 1 HH owns any Internet video device for TV 368 14.2%  Travel (Adults) Domestic travel in last 12 months Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in the 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,999 127 2.6% Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$1,000-\$2,999 171 3.5% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 186 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 189 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 2 months: \$3,000+ Spent on foreign vacations in last 2 months: \$3,000+ Spent on foreign vacations in last 2 months: \$3,000+ Spent on foreign vacations in last 2 months: \$3,000+ Spent on foreign vacations in last 2	HH has Internet connectable TV	568	22.0%	8
HH owns 2 TVs	Own any portable MP3 player	902	18.5%	8
HH owns 3 TVs HH owns 4+ TVs 509 19.7% 11 HH subscribes to cable TV HH subscribes to fiber optic 74 2.9% HH owns portable GPS navigation device 717 27.7% 11 HH purchased video game system in last 12 mos HH owns any Internet video device for TV 368 14.2%  Travel (Adults)  Domestic travel in last 12 months Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 107 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$1,500-\$2,999 171 3.5% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 171 3.5% Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 3 years Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 171 3.5% Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$1,000-\$2,999 188 Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 Spent on foreign vacations in last 12 months: \$1,000	HH owns 1 TV	512	19.8%	g
HH owns 4+ TVs HS ubscribes to cable TV HS ubscribes to fiber optic HH subscribes to fiber optic HH owns portable GPS navigation device HH owns portable GPS navigation device T17 HH purchased video game system in last 12 mos HH owns any Internet video device for TV Travel (Adults)  Domestic travel in last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 T17 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,099 Spent on foreign vacations in last 12 months: \$1,000-\$2,099 Spent on foreign vacations in last 12 mont	HH owns 2 TVs	698	27.0%	10
HH subscribes to cable TV       888       34.3%         HH subscribes to fiber optic       74       2.9%         HH owns portable GPS navigation device       717       27.7%       1         HH purchased video game system in last 12 mos       121       4.7%         HH owns any Internet video device for TV       368       14.2%         Travel (Adults)         Domestic travel in last 12 months       2,299       47.3%         Took 3+ domestic non-business trips in last 12 months       454       9.3%         Spent on domestic vacations in last 12 months: \$1,000       521       10.7%         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       278       5.7%         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       127       2.6%         Spent on domestic vacations in last 12 months: \$3,000+       204       4.2%         Domestic travel in the 12 months: used general travel website       253       5.2%         Foreign travel in last 3 years       836       17.2%         Took 3+ foreign trips by plane in last 3 years       119       2.4%         Spent on foreign vacations in last 12 months: \$1,000-\$2,999       108       2.2%         Sp	HH owns 3 TVs	554	21.4%	10
HH subscribes to fiber optic       74       2.9%         HH owns portable GPS navigation device       717       27.7%       1         HH purchased video game system in last 12 mos       121       4.7%         HH owns any Internet video device for TV       368       14.2%         Travel (Adults)         Domestic travel in last 12 months       2,299       47.3%         Took 3+ domestic ona-business trips in last 12 months       454       9.3%         Spent on domestic vacations in last 12 months: \$1,000       521       10.7%         Spent on domestic vacations in last 12 months: \$1,000-\$1,499       278       5.7%         Spent on domestic vacations in last 12 months: \$1,500-\$1,999       127       2.6%         Spent on domestic vacations in last 12 months: \$2,000-\$2,999       171       3.5%         Spent on domestic vacations in last 12 months: \$3,000+       204       4.2%         Domestic travel in the 12 months: used general travel website       253       5.2%         Foreign travel in last 3 years       119       2.4%         Spent on foreign vacations in last 12 months: \$1,000       212       4.4%         Spent on foreign vacations in last 12 months: \$3,000+       141       2.9%         Spent on foreign vacations in last 12 months: \$3,000+       141       2	HH owns 4+ TVs	509	19.7%	11
HH owns portable GPS navigation device 717 27.7% 1 HH purchased video game system in last 12 mos 121 4.7% 14.7% 14.0	HH subscribes to cable TV	888	34.3%	7
HH purchased video game system in last 12 mos HH owns any Internet video device for TV  Travel (Adults)  Domestic travel in last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: \$1,000 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ Spent on foreign travel in the 12 months: used general travel website Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign v	HH subscribes to fiber optic	74	2.9%	3
Travel (Adults)  Domestic travel in last 12 months 2,299 47.3% Took 3+ domestic non-business trips in last 12 months 454 9.3% Spent on domestic vacations in last 12 months: <\$1,000 521 10.7% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 278 5.7% Spent on domestic vacations in last 12 months: \$1,500-\$1,999 127 2.65% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 171 3.5% Spent on domestic vacations in last 12 months: \$3,000+ 204 4.2% Domestic travel in the 12 months: used general travel website 253 5.2% Foreign travel in last 3 years 836 17.2% Took 3+ foreign trips by plane in last 3 years 119 2.4% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2% Spent on foreign vacations in last 12 months: \$3,000+ 141 2.9% Foreign travel in last 3 years used general travel website 205 4.2% Nights spent in hotel/motel in last 12 months: any 1,985 40.8% Took cruise of more than one day in last 3 years 251 5.2% Member of any frequent flyer program 399 8.2%	HH owns portable GPS navigation device	717	27.7%	11
Travel (Adults)  Domestic travel in last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: <\$1,000 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 171 3.5% Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in the 12 months: used general travel website Foreign travel in last 3 years Took 3+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: <\$1,000 Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$1,000 Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Toreign travel in last 3 years: used general travel website Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3,000+ Spent on foreign vacations in last 12 months: \$3	HH purchased video game system in last 12 mos	121	4.7%	Ţ
Domestic travel in last 12 months2,29947.3%Took 3+ domestic non-business trips in last 12 months4549.3%Spent on domestic vacations in last 12 months: <\$1,000	HH owns any Internet video device for TV	368	14.2%	-
Domestic travel in last 12 months2,29947.3%Took 3+ domestic non-business trips in last 12 months4549.3%Spent on domestic vacations in last 12 months: <\$1,000	Travel (Adults)			
Spent on domestic vacations in last 12 months: <\$1,00052110.7%Spent on domestic vacations in last 12 months: \$1,000-\$1,4992785.7%Spent on domestic vacations in last 12 months: \$1,500-\$1,9991272.6%Spent on domestic vacations in last 12 months: \$2,000-\$2,9991713.5%Spent on domestic vacations in last 12 months: \$3,000+2044.2%Domestic travel in the 12 months: used general travel website2535.2%Foreign travel in last 3 years83617.2%Took 3+ foreign trips by plane in last 3 years1192.4%Spent on foreign vacations in last 12 months: \$1,0002124.4%Spent on foreign vacations in last 12 months: \$1,000-\$2,9991082.2%Spent on foreign vacations in last 12 months: \$3,000+1412.9%Foreign travel in last 3 years: used general travel website2054.2%Nights spent in hotel/motel in last 12 months: any1,98540.8%Took cruise of more than one day in last 3 years2515.2%Member of any frequent flyer program3998.2%		2,299	47.3%	9
Spent on domestic vacations in last 12 months: \$1,000-\$1,4992785.7%Spent on domestic vacations in last 12 months: \$1,500-\$1,9991272.6%Spent on domestic vacations in last 12 months: \$2,000-\$2,9991713.5%Spent on domestic vacations in last 12 months: \$3,000+2044.2%Domestic travel in the 12 months: used general travel website2535.2%Foreign travel in last 3 years83617.2%Took 3+ foreign trips by plane in last 3 years1192.4%Spent on foreign vacations in last 12 months: <\$1,000	Took 3+ domestic non-business trips in last 12 months		9.3%	7
Spent on domestic vacations in last 12 months: \$1,500-\$1,9991272.6%Spent on domestic vacations in last 12 months: \$2,000-\$2,9991713.5%Spent on domestic vacations in last 12 months: \$3,000+2044.2%Domestic travel in the 12 months: used general travel website2535.2%Foreign travel in last 3 years83617.2%Took 3+ foreign trips by plane in last 3 years1192.4%Spent on foreign vacations in last 12 months: <\$1,000	Spent on domestic vacations in last 12 months: <\$1,000	521	10.7%	g
Spent on domestic vacations in last 12 months: \$2,000-\$2,999 171 3.5%  Spent on domestic vacations in last 12 months: \$3,000+ 204 4.2%  Domestic travel in the 12 months: used general travel website 253 5.2%  Foreign travel in last 3 years 836 17.2%  Took 3+ foreign trips by plane in last 3 years 119 2.4%  Spent on foreign vacations in last 12 months: <\$1,000 212 4.4%  Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2%  Spent on foreign vacations in last 12 months: \$3,000+ 141 2.9%  Foreign travel in last 3 years: used general travel website 205 4.2%  Nights spent in hotel/motel in last 12 months: any 1,985 40.8%  Took cruise of more than one day in last 3 years 251 5.2%  Member of any frequent flyer program 399 8.2%	Spent on domestic vacations in last 12 months: \$1,000-\$1,499	278	5.7%	9
Spent on domestic vacations in last 12 months: \$3,000+2044.2%Domestic travel in the 12 months: used general travel website2535.2%Foreign travel in last 3 years83617.2%Took 3+ foreign trips by plane in last 3 years1192.4%Spent on foreign vacations in last 12 months: <\$1,000	Spent on domestic vacations in last 12 months: \$1,500-\$1,999	127	2.6%	e
Domestic travel in the 12 months: used general travel website  Foreign travel in last 3 years  Took 3+ foreign trips by plane in last 3 years  Spent on foreign vacations in last 12 months: <\$1,000  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  Spent on foreign vacations in last 12 months: \$1,000-\$2,999  Spent on foreign vacations in last 12 months: \$3,000+  Foreign travel in last 3 years: used general travel website  Nights spent in hotel/motel in last 12 months: any  Took cruise of more than one day in last 3 years  Member of any frequent flyer program  253  5.2%  5.2%  5.2%  4.4%  119  2.4%  129%  141  2.9%  141  141  2.9%  142%  148%  148%  148%  1585  1586  1586  1586  1788  1886  1886  1788  1886	Spent on domestic vacations in last 12 months: \$2,000-\$2,999	171	3.5%	9
Foreign travel in last 3 years 836 17.2% Took 3+ foreign trips by plane in last 3 years 119 2.4% Spent on foreign vacations in last 12 months: <\$1,000 212 4.4% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2% Spent on foreign vacations in last 12 months: \$3,000+ 141 2.9% Foreign travel in last 3 years: used general travel website 205 4.2% Nights spent in hotel/motel in last 12 months: any 1,985 40.8% Took cruise of more than one day in last 3 years 251 5.2% Member of any frequent flyer program 399 8.2%	Spent on domestic vacations in last 12 months: \$3,000+	204	4.2%	e
Foreign travel in last 3 years 836 17.2% Took 3+ foreign trips by plane in last 3 years 119 2.4% Spent on foreign vacations in last 12 months: <\$1,000 212 4.4% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2% Spent on foreign vacations in last 12 months: \$3,000+ 141 2.9% Foreign travel in last 3 years: used general travel website 205 4.2% Nights spent in hotel/motel in last 12 months: any 1,985 40.8% Took cruise of more than one day in last 3 years 251 5.2% Member of any frequent flyer program 399 8.2%	Domestic travel in the 12 months: used general travel website	253	5.2%	-
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Spent on foreign vacations in last 12 months: \$1,000-\$2,999 108 2.2%  Spent on foreign vacations in last 12 months: \$3,000+ 141 2.9%  Foreign travel in last 3 years: used general travel website 205 4.2%  Nights spent in hotel/motel in last 12 months: any 1,985 40.8%  Took cruise of more than one day in last 3 years 251 5.2%  Member of any frequent flyer program 399 8.2%	Took 3+ foreign trips by plane in last 3 years	119	2.4%	į
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Nights spent in hotel/motel in last 12 months: any 1,985 40.8%  Took cruise of more than one day in last 3 years 251 5.2%  Member of any frequent flyer program 399 8.2%	Foreign travel in last 3 years: used general travel website			7
Took cruise of more than one day in last 3 years 251 5.2% Member of any frequent flyer program 399 8.2%				Ç
Member of any frequent flyer program 399 8.2%				6
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**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 2018 and 2023.

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