



Retail Market Potential

Bayshore Towne Center
Ring: 1 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Demographic Summary		2013	2018
Population		519	580
Population 18+		439	496
Households		257	286
Median Household Income		\$62,001	\$75,738

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	218	49.6%	100
Bought any women's apparel in last 12 months	222	50.5%	111
Bought apparel for child <13 in last 6 months	127	29.0%	102
Bought any shoes in last 12 months	222	50.6%	97
Bought costume jewelry in last 12 months	90	20.5%	98
Bought any fine jewelry in last 12 months	84	19.1%	87
Bought a watch in last 12 months	70	15.9%	82
Automobiles (Households)			
HH owns/leases any vehicle	239	93.0%	108
HH bought/leased new vehicle last 12 mo	24	9.3%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	407	92.8%	107
Bought/changed motor oil in last 12 months	269	61.3%	118
Had tune-up in last 12 months	142	32.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	246	56.2%	91
Drank regular cola in last 6 months	187	42.6%	84
Drank beer/ale in last 6 months	180	41.0%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	53	12.0%	94
Bought film in last 12 months	99	22.6%	119
Bought digital camera in last 12 months	27	6.1%	90
Bought memory card for camera in last 12 months	32	7.2%	96
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	144	32.8%	93
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	94	21.4%	101
Avg monthly cell/mobile phone/PDA bill: \$50-99	134	30.5%	94
Avg monthly cell/mobile phone/PDA bill: \$100+	77	17.6%	83
Computers (Households)			
HH owns a personal computer	190	73.9%	100
Spent <\$500 on most recent home PC purchase	18	7.1%	81
Spent \$500-\$999 on most recent home PC purchase	53	20.8%	116
Spent \$1000-\$1499 on most recent home PC purchase	34	13.0%	101
Spent \$1500-\$1999 on most recent home PC purchase	16	6.1%	87
Spent \$2000+ on most recent home PC purchase	16	6.3%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2013 and 2018.



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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	270	61.6%	102
Bought cigarettes at convenience store in last 30 days	65	14.8%	96
Bought gas at convenience store in last 30 days	176	40.0%	120
Spent at convenience store in last 30 days: <\$20	36	8.2%	85
Spent at convenience store in last 30 days: \$20-39	54	12.3%	121
Spent at convenience store in last 30 days: \$40+	168	38.3%	107
Entertainment (Adults)			
Attended movies in last 6 months	231	52.7%	89
Went to live theater in last 12 months	64	14.5%	110
Went to a bar/night club in last 12 months	62	14.0%	74
Dined out in last 12 months	227	51.6%	105
Gambled at a casino in last 12 months	73	16.7%	104
Visited a theme park in last 12 months	90	20.4%	95
DVDs rented in last 30 days: 1	9	2.1%	77
DVDs rented in last 30 days: 2	13	3.0%	64
DVDs rented in last 30 days: 3	12	2.7%	85
DVDs rented in last 30 days: 4	25	5.6%	148
DVDs rented in last 30 days: 5+	38	8.7%	65
DVDs purchased in last 30 days: 1	23	5.1%	105
DVDs purchased in last 30 days: 2	14	3.2%	67
DVDs purchased in last 30 days: 3-4	19	4.4%	94
DVDs purchased in last 30 days: 5+	29	6.5%	128
Spent on toys/games in last 12 months: <\$50	28	6.3%	105
Spent on toys/games in last 12 months: \$50-\$99	10	2.3%	83
Spent on toys/games in last 12 months: \$100-\$199	42	9.7%	134
Spent on toys/games in last 12 months: \$200-\$499	45	10.2%	95
Spent on toys/games in last 12 months: \$500+	37	8.4%	147
Financial (Adults)			
Have home mortgage (1st)	97	22.1%	115
Used ATM/cash machine in last 12 months	198	45.0%	89
Own any stock	36	8.1%	89
Own U.S. savings bond	26	5.9%	87
Own shares in mutual fund (stock)	42	9.5%	102
Own shares in mutual fund (bonds)	27	6.3%	104
Used full service brokerage firm in last 12 months	33	7.6%	121
Have savings account	177	40.4%	111
Have 401K retirement savings	66	15.1%	85
Did banking over the Internet in last 12 months	109	24.8%	91
Own any credit/debit card (in own name)	343	78.1%	106
Avg monthly credit card expenditures: <\$111	69	15.7%	114
Avg monthly credit card expenditures: \$111-225	40	9.2%	118
Avg monthly credit card expenditures: \$226-450	44	10.1%	134
Avg monthly credit card expenditures: \$451-700	29	6.6%	104
Avg monthly credit card expenditures: \$701+	60	13.7%	102

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	327	74.6%	105
Used bread in last 6 months	429	97.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	367	83.6%	108
Used fish/seafood (fresh or frozen) in last 6 months	242	55.1%	105
Used fresh fruit/vegetables in last 6 months	407	92.6%	106
Used fresh milk in last 6 months	412	93.8%	104
Health (Adults)			
Exercise at home 2+ times per week	148	33.8%	112
Exercise at club 2+ times per week	37	8.3%	68
Visited a doctor in last 12 months	364	82.9%	107
Used vitamin/dietary supplement in last 6 months	252	57.5%	118
Home (Households)			
Any home improvement in last 12 months	98	38.1%	121
Used housekeeper/maid/prof HH cleaning service in the last 12 months	35	13.6%	87
Purchased any HH furnishing in last 12 months	76	29.5%	98
Purchased bedding/bath goods in last 12 months	136	53.0%	97
Purchased cooking/serving product in last 12 months	71	27.8%	101
Bought any kitchen appliance in last 12 months	44	17.2%	98
Insurance (Adults)			
Currently carry any life insurance	209	47.7%	100
Have medical/hospital/accident insurance	321	73.2%	102
Carry homeowner insurance	282	64.2%	123
Carry renter insurance	20	4.6%	74
Have auto/other vehicle insurance	401	91.3%	110
Pets (Households)			
HH owns any pet	182	70.7%	138
HH owns any cat	105	40.8%	171
HH owns any dog	141	54.9%	146
Reading Materials (Adults)			
Bought book in last 12 months	222	50.5%	101
Read any daily newspaper	174	39.6%	96
Heavy magazine reader	71	16.1%	81
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	273	62.1%	87
Went to family restaurant/steak house last mo: <2 times	98	22.4%	87
Went to family restaurant/steak house last mo: 2-4 times	123	28.0%	104
Went to family restaurant/steak house last mo: 5+ times	52	11.8%	61
Went to fast food/drive-in restaurant in last 6 mo	391	89.1%	101
Went to fast food/drive-in restaurant <6 times/mo	190	43.3%	124
Went to fast food/drive-in restaurant 6-13 times/mo	122	27.8%	96
Went to fast food/drive-in restaurant 14+ times/mo	79	18.0%	72
Fast food/drive-in last 6 mo: eat in	187	42.5%	113
Fast food/drive-in last 6 mo: home delivery	23	5.3%	50
Fast food/drive-in last 6 mo: take-out/drive-thru	202	46.1%	88
Fast food/drive-in last 6 mo: take-out/walk-in	96	21.8%	89

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Telephones & Service (Households)			
HH owns in-home cordless telephone	190	73.9%	115
HH average monthly long distance phone bill: <\$16	76	29.4%	107
HH average monthly long distance phone bill: \$16-25	37	14.5%	126
HH average monthly long distance phone bill: \$26-59	37	14.5%	156
HH average monthly long distance phone bill: \$60+	11	4.2%	96
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	42	16.3%	82
HH owns 2 TVs	74	28.8%	109
HH owns 3 TVs	61	23.5%	106
HH owns 4+ TVs	50	19.6%	93
HH subscribes to cable TV	99	38.3%	66
HH Purchased audio equipment in last 12 months	17	6.7%	68
HH Purchased CD player in last 12 months	11	4.1%	111
HH Purchased DVD player in last 12 months	24	9.5%	96
HH Purchased MP3 player in last 12 months	35	8.0%	78
HH Purchased video game system in last 12 months	26	10.0%	94
Travel (Adults)			
Domestic travel in last 12 months	242	55.0%	106
Took 3+ domestic trips in last 12 months	71	16.2%	109
Spent on domestic vacations last 12 mo: <\$1000	47	10.8%	85
Spent on domestic vacations last 12 mo: \$1000-\$1499	35	7.9%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	16	3.6%	89
Spent on domestic vacations last 12 mo: \$2000-\$2999	21	4.8%	115
Spent on domestic vacations last 12 mo: \$3000+	35	8.0%	158
Foreign travel in last 3 years	99	22.6%	87
Took 3+ foreign trips by plane in last 3 years	17	3.8%	80
Spent on foreign vacations last 12 mo: <\$1000	23	5.1%	87
Spent on foreign vacations last 12 mo: \$1000-\$2999	7	1.6%	39
Spent on foreign vacations last 12 mo: \$3000+	18	4.2%	82
Stayed 1+ nights at hotel/motel in last 12 months	188	42.9%	106

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Retail Market Potential

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Demographic Summary	2013	2018
Population	14,419	15,745
Population 18+	11,633	12,698
Households	5,735	6,239
Median Household Income	\$43,389	\$51,772

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,620	48.3%	97
Bought any women's apparel in last 12 months	5,033	43.3%	95
Bought apparel for child <13 in last 6 months	2,981	25.6%	90
Bought any shoes in last 12 months	5,703	49.0%	94
Bought costume jewelry in last 12 months	2,175	18.7%	90
Bought any fine jewelry in last 12 months	2,211	19.0%	86
Bought a watch in last 12 months	2,061	17.7%	92
Automobiles (Households)			
HH owns/leases any vehicle	5,153	89.9%	105
HH bought/leased new vehicle last 12 mo	559	9.7%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,497	90.2%	104
Bought/changed motor oil in last 12 months	6,659	57.2%	110
Had tune-up in last 12 months	3,448	29.6%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,558	56.4%	91
Drank regular cola in last 6 months	5,949	51.1%	100
Drank beer/ale in last 6 months	4,438	38.2%	90
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,468	12.6%	99
Bought film in last 12 months	2,439	21.0%	110
Bought digital camera in last 12 months	650	5.6%	82
Bought memory card for camera in last 12 months	819	7.0%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	4,054	34.9%	99
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,643	22.7%	107
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,499	30.1%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	2,034	17.5%	83
Computers (Households)			
HH owns a personal computer	4,051	70.6%	95
Spent <\$500 on most recent home PC purchase	414	7.2%	83
Spent \$500-\$999 on most recent home PC purchase	1,095	19.1%	107
Spent \$1000-\$1499 on most recent home PC purchase	670	11.7%	89
Spent \$1500-\$1999 on most recent home PC purchase	341	5.9%	83
Spent \$2000+ on most recent home PC purchase	285	5.0%	79

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	7,038	60.5%	101
Bought cigarettes at convenience store in last 30 days	2,026	17.4%	113
Bought gas at convenience store in last 30 days	4,481	38.5%	116
Spent at convenience store in last 30 days: <\$20	984	8.5%	88
Spent at convenience store in last 30 days: \$20-39	1,209	10.4%	102
Spent at convenience store in last 30 days: \$40+	4,460	38.3%	107
Entertainment (Adults)			
Attended movies in last 6 months	6,097	52.4%	89
Went to live theater in last 12 months	1,407	12.1%	91
Went to a bar/night club in last 12 months	1,858	16.0%	84
Dined out in last 12 months	5,661	48.7%	99
Gambled at a casino in last 12 months	1,645	14.1%	88
Visited a theme park in last 12 months	2,336	20.1%	93
DVDs rented in last 30 days: 1	281	2.4%	91
DVDs rented in last 30 days: 2	475	4.1%	88
DVDs rented in last 30 days: 3	334	2.9%	90
DVDs rented in last 30 days: 4	413	3.6%	93
DVDs rented in last 30 days: 5+	1,232	10.6%	80
DVDs purchased in last 30 days: 1	551	4.7%	95
DVDs purchased in last 30 days: 2	447	3.8%	81
DVDs purchased in last 30 days: 3-4	496	4.3%	92
DVDs purchased in last 30 days: 5+	758	6.5%	126
Spent on toys/games in last 12 months: <\$50	739	6.3%	105
Spent on toys/games in last 12 months: \$50-\$99	301	2.6%	94
Spent on toys/games in last 12 months: \$100-\$199	911	7.8%	109
Spent on toys/games in last 12 months: \$200-\$499	1,192	10.2%	95
Spent on toys/games in last 12 months: \$500+	566	4.9%	85
Financial (Adults)			
Have home mortgage (1st)	1,954	16.8%	88
Used ATM/cash machine in last 12 months	5,098	43.8%	86
Own any stock	894	7.7%	84
Own U.S. savings bond	754	6.5%	95
Own shares in mutual fund (stock)	890	7.6%	82
Own shares in mutual fund (bonds)	551	4.7%	80
Used full service brokerage firm in last 12 months	665	5.7%	92
Have savings account	3,864	33.2%	92
Have 401K retirement savings	1,521	13.1%	74
Did banking over the Internet in last 12 months	2,394	20.6%	75
Own any credit/debit card (in own name)	8,289	71.3%	97
Avg monthly credit card expenditures: <\$111	1,759	15.1%	110
Avg monthly credit card expenditures: \$111-225	840	7.2%	93
Avg monthly credit card expenditures: \$226-450	967	8.3%	111
Avg monthly credit card expenditures: \$451-700	660	5.7%	89
Avg monthly credit card expenditures: \$701+	1,116	9.6%	71

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,712	74.9%	106
Used bread in last 6 months	11,327	97.4%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,240	79.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	6,059	52.1%	99
Used fresh fruit/vegetables in last 6 months	10,256	88.2%	101
Used fresh milk in last 6 months	10,733	92.3%	102
Health (Adults)			
Exercise at home 2+ times per week	3,370	29.0%	97
Exercise at club 2+ times per week	997	8.6%	69
Visited a doctor in last 12 months	9,162	78.8%	102
Used vitamin/dietary supplement in last 6 months	5,795	49.8%	103
Home (Households)			
Any home improvement in last 12 months	1,955	34.1%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	784	13.7%	87
Purchased any HH furnishing in last 12 months	1,579	27.5%	92
Purchased bedding/bath goods in last 12 months	2,943	51.3%	94
Purchased cooking/serving product in last 12 months	1,494	26.1%	95
Bought any kitchen appliance in last 12 months	969	16.9%	97
Insurance (Adults)			
Currently carry any life insurance	5,329	45.8%	96
Have medical/hospital/accident insurance	8,170	70.2%	98
Carry homeowner insurance	6,646	57.1%	109
Carry renter insurance	551	4.7%	77
Have auto/other vehicle insurance	10,062	86.5%	104
Pets (Households)			
HH owns any pet	3,437	59.9%	117
HH owns any cat	1,650	28.8%	120
HH owns any dog	2,650	46.2%	123
Reading Materials (Adults)			
Bought book in last 12 months	5,325	45.8%	91
Read any daily newspaper	4,868	41.8%	101
Heavy magazine reader	1,978	17.0%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	7,998	68.7%	96
Went to family restaurant/steak house last mo: <2 times	2,748	23.6%	92
Went to family restaurant/steak house last mo: 2-4 times	3,095	26.6%	99
Went to family restaurant/steak house last mo: 5+ times	2,154	18.5%	96
Went to fast food/drive-in restaurant in last 6 mo	10,188	87.6%	99
Went to fast food/drive-in restaurant <6 times/mo	4,109	35.3%	101
Went to fast food/drive-in restaurant 6-13 times/mo	3,514	30.2%	105
Went to fast food/drive-in restaurant 14+ times/mo	2,566	22.1%	89
Fast food/drive-in last 6 mo: eat in	4,606	39.6%	105
Fast food/drive-in last 6 mo: home delivery	923	7.9%	76
Fast food/drive-in last 6 mo: take-out/drive-thru	5,849	50.3%	96
Fast food/drive-in last 6 mo: take-out/walk-in	2,537	21.8%	89

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Telephones & Service (Households)			
HH owns in-home cordless telephone	3,882	67.7%	105
HH average monthly long distance phone bill: <\$16	1,653	28.8%	104
HH average monthly long distance phone bill: \$16-25	729	12.7%	111
HH average monthly long distance phone bill: \$26-59	536	9.4%	102
HH average monthly long distance phone bill: \$60+	231	4.0%	90
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,079	18.8%	95
HH owns 2 TVs	1,494	26.0%	99
HH owns 3 TVs	1,362	23.8%	106
HH owns 4+ TVs	1,144	19.9%	96
HH subscribes to cable TV	2,887	50.3%	87
HH Purchased audio equipment in last 12 months	450	7.8%	80
HH Purchased CD player in last 12 months	216	3.8%	97
HH Purchased DVD player in last 12 months	598	10.4%	107
HH Purchased MP3 player in last 12 months	944	8.1%	79
HH Purchased video game system in last 12 months	572	10.0%	92
Travel (Adults)			
Domestic travel in last 12 months	5,477	47.1%	90
Took 3+ domestic trips in last 12 months	1,397	12.0%	81
Spent on domestic vacations last 12 mo: <\$1000	1,280	11.0%	87
Spent on domestic vacations last 12 mo: \$1000-\$1499	762	6.6%	98
Spent on domestic vacations last 12 mo: \$1500-\$1999	408	3.5%	86
Spent on domestic vacations last 12 mo: \$2000-\$2999	434	3.7%	90
Spent on domestic vacations last 12 mo: \$3000+	508	4.4%	86
Foreign travel in last 3 years	2,303	19.8%	76
Took 3+ foreign trips by plane in last 3 years	371	3.2%	66
Spent on foreign vacations last 12 mo: <\$1000	557	4.8%	80
Spent on foreign vacations last 12 mo: \$1000-\$2999	328	2.8%	69
Spent on foreign vacations last 12 mo: \$3000+	403	3.5%	70
Stayed 1+ nights at hotel/motel in last 12 months	4,201	36.1%	89

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Demographic Summary	2013	2018
Population	51,373	54,885
Population 18+	41,026	43,869
Households	20,608	22,003
Median Household Income	\$37,142	\$43,082

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	19,170	46.7%	94
Bought any women's apparel in last 12 months	17,430	42.5%	93
Bought apparel for child <13 in last 6 months	10,271	25.0%	88
Bought any shoes in last 12 months	19,531	47.6%	92
Bought costume jewelry in last 12 months	7,737	18.9%	90
Bought any fine jewelry in last 12 months	8,455	20.6%	94
Bought a watch in last 12 months	7,938	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	17,669	85.7%	100
HH bought/leased new vehicle last 12 mo	1,881	9.1%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	35,417	86.3%	100
Bought/changed motor oil in last 12 months	21,916	53.4%	103
Had tune-up in last 12 months	11,533	28.1%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	22,771	55.5%	90
Drank regular cola in last 6 months	21,032	51.3%	101
Drank beer/ale in last 6 months	15,812	38.5%	91
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,175	12.6%	99
Bought film in last 12 months	8,497	20.7%	109
Bought digital camera in last 12 months	2,372	5.8%	84
Bought memory card for camera in last 12 months	2,894	7.1%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	14,105	34.4%	97
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	9,123	22.2%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	12,408	30.2%	93
Avg monthly cell/mobile phone/PDA bill: \$100+	6,670	16.3%	77
Computers (Households)			
HH owns a personal computer	13,738	66.7%	90
Spent <\$500 on most recent home PC purchase	1,598	7.8%	90
Spent \$500-\$999 on most recent home PC purchase	3,418	16.6%	93
Spent \$1000-\$1499 on most recent home PC purchase	2,331	11.3%	86
Spent \$1500-\$1999 on most recent home PC purchase	1,193	5.8%	81
Spent \$2000+ on most recent home PC purchase	1,038	5.0%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2013 and 2018.



Retail Market Potential

Bayshore Towne Center
Ring: 5 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	23,332	56.9%	95
Bought cigarettes at convenience store in last 30 days	7,192	17.5%	114
Bought gas at convenience store in last 30 days	14,215	34.6%	104
Spent at convenience store in last 30 days: <\$20	3,579	8.7%	91
Spent at convenience store in last 30 days: \$20-39	4,030	9.8%	97
Spent at convenience store in last 30 days: \$40+	14,458	35.2%	99
Entertainment (Adults)			
Attended movies in last 6 months	21,714	52.9%	90
Went to live theater in last 12 months	5,276	12.9%	97
Went to a bar/night club in last 12 months	6,360	15.5%	81
Dined out in last 12 months	19,182	46.8%	95
Gambled at a casino in last 12 months	6,007	14.6%	91
Visited a theme park in last 12 months	7,460	18.2%	84
DVDs rented in last 30 days: 1	955	2.3%	88
DVDs rented in last 30 days: 2	1,626	4.0%	86
DVDs rented in last 30 days: 3	1,182	2.9%	90
DVDs rented in last 30 days: 4	1,345	3.3%	85
DVDs rented in last 30 days: 5+	4,716	11.5%	87
DVDs purchased in last 30 days: 1	1,925	4.7%	94
DVDs purchased in last 30 days: 2	1,654	4.0%	85
DVDs purchased in last 30 days: 3-4	1,797	4.4%	95
DVDs purchased in last 30 days: 5+	2,667	6.5%	126
Spent on toys/games in last 12 months: <\$50	2,584	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	1,192	2.9%	106
Spent on toys/games in last 12 months: \$100-\$199	3,031	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	4,183	10.2%	94
Spent on toys/games in last 12 months: \$500+	1,894	4.6%	81
Financial (Adults)			
Have home mortgage (1st)	5,912	14.4%	75
Used ATM/cash machine in last 12 months	17,495	42.6%	84
Own any stock	3,299	8.0%	88
Own U.S. savings bond	2,585	6.3%	92
Own shares in mutual fund (stock)	3,079	7.5%	80
Own shares in mutual fund (bonds)	2,011	4.9%	83
Used full service brokerage firm in last 12 months	2,544	6.2%	100
Have savings account	12,563	30.6%	85
Have 401K retirement savings	4,762	11.6%	66
Did banking over the Internet in last 12 months	7,707	18.8%	69
Own any credit/debit card (in own name)	28,221	68.8%	93
Avg monthly credit card expenditures: <\$111	5,479	13.4%	97
Avg monthly credit card expenditures: \$111-225	2,915	7.1%	92
Avg monthly credit card expenditures: \$226-450	3,189	7.8%	104
Avg monthly credit card expenditures: \$451-700	2,209	5.4%	84
Avg monthly credit card expenditures: \$701+	4,166	10.2%	76

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Retail Market Potential

Bayshore Towne Center
Ring: 5 mile radius

Prepared by John McGraw
Latitude: 26.715825
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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	29,706	72.4%	102
Used bread in last 6 months	39,672	96.7%	100
Used chicken/turkey (fresh or frozen) in last 6 months	31,688	77.2%	100
Used fish/seafood (fresh or frozen) in last 6 months	21,614	52.7%	100
Used fresh fruit/vegetables in last 6 months	36,077	87.9%	101
Used fresh milk in last 6 months	37,166	90.6%	100
Health (Adults)			
Exercise at home 2+ times per week	11,523	28.1%	94
Exercise at club 2+ times per week	3,661	8.9%	72
Visited a doctor in last 12 months	31,321	76.3%	99
Used vitamin/dietary supplement in last 6 months	20,773	50.6%	104
Home (Households)			
Any home improvement in last 12 months	6,485	31.5%	100
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,229	15.7%	100
Purchased any HH furnishing in last 12 months	5,646	27.4%	91
Purchased bedding/bath goods in last 12 months	10,704	51.9%	95
Purchased cooking/serving product in last 12 months	5,354	26.0%	95
Bought any kitchen appliance in last 12 months	3,404	16.5%	95
Insurance (Adults)			
Currently carry any life insurance	17,299	42.2%	89
Have medical/hospital/accident insurance	27,929	68.1%	95
Carry homeowner insurance	21,186	51.6%	99
Carry renter insurance	2,045	5.0%	81
Have auto/other vehicle insurance	33,529	81.7%	99
Pets (Households)			
HH owns any pet	10,132	49.2%	96
HH owns any cat	4,653	22.6%	94
HH owns any dog	7,605	36.9%	98
Reading Materials (Adults)			
Bought book in last 12 months	18,460	45.0%	90
Read any daily newspaper	16,961	41.3%	100
Heavy magazine reader	7,062	17.2%	86
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	28,325	69.0%	96
Went to family restaurant/steak house last mo: <2 times	9,701	23.6%	92
Went to family restaurant/steak house last mo: 2-4 times	10,889	26.5%	99
Went to family restaurant/steak house last mo: 5+ times	7,734	18.9%	97
Went to fast food/drive-in restaurant in last 6 mo	35,173	85.7%	97
Went to fast food/drive-in restaurant <6 times/mo	14,521	35.4%	101
Went to fast food/drive-in restaurant 6-13 times/mo	11,635	28.4%	98
Went to fast food/drive-in restaurant 14+ times/mo	9,018	22.0%	88
Fast food/drive-in last 6 mo: eat in	15,827	38.6%	103
Fast food/drive-in last 6 mo: home delivery	3,749	9.1%	88
Fast food/drive-in last 6 mo: take-out/drive-thru	19,210	46.8%	90
Fast food/drive-in last 6 mo: take-out/walk-in	9,131	22.3%	91

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Retail Market Potential

Bayshore Towne Center
Ring: 5 mile radius

Prepared by John McGraw
Latitude: 26.715825
Longitude: -81.814329

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	13,177	63.9%	99
HH average monthly long distance phone bill: <\$16	5,773	28.0%	101
HH average monthly long distance phone bill: \$16-25	2,304	11.2%	98
HH average monthly long distance phone bill: \$26-59	1,831	8.9%	97
HH average monthly long distance phone bill: \$60+	894	4.3%	97
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	4,072	19.8%	100
HH owns 2 TVs	5,430	26.4%	100
HH owns 3 TVs	4,783	23.2%	104
HH owns 4+ TVs	3,941	19.1%	92
HH subscribes to cable TV	11,835	57.4%	99
HH Purchased audio equipment in last 12 months	1,801	8.7%	90
HH Purchased CD player in last 12 months	805	3.9%	101
HH Purchased DVD player in last 12 months	2,062	10.0%	103
HH Purchased MP3 player in last 12 months	3,522	8.6%	84
HH Purchased video game system in last 12 months	1,958	9.5%	88
Travel (Adults)			
Domestic travel in last 12 months	18,715	45.6%	87
Took 3+ domestic trips in last 12 months	4,865	11.9%	80
Spent on domestic vacations last 12 mo: <\$1000	4,128	10.1%	80
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,429	5.9%	88
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,490	3.6%	89
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,467	3.6%	86
Spent on domestic vacations last 12 mo: \$3000+	1,631	4.0%	79
Foreign travel in last 3 years	8,866	21.6%	83
Took 3+ foreign trips by plane in last 3 years	1,511	3.7%	76
Spent on foreign vacations last 12 mo: <\$1000	2,120	5.2%	86
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,469	3.6%	87
Spent on foreign vacations last 12 mo: \$3000+	1,467	3.6%	72
Stayed 1+ nights at hotel/motel in last 12 months	13,857	33.8%	83

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