



Retail Market Potential

Hendry County, FL
Geography: County

Prepared by Esri

Demographic Summary		2016	2021
Population		39,056	40,371
Population 18+		28,391	29,359
Households		12,289	12,652
Median Household Income		\$35,506	\$40,422

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,254	46.7%	99
Bought any women's clothing in last 12 months	11,589	40.8%	93
Bought clothing for child <13 years in last 6 months	9,653	34.0%	123
Bought any shoes in last 12 months	15,330	54.0%	100
Bought costume jewelry in last 12 months	4,829	17.0%	87
Bought any fine jewelry in last 12 months	4,904	17.3%	94
Bought a watch in last 12 months	3,296	11.6%	105
Automobiles (Households)			
HH owns/leases any vehicle	10,347	84.2%	98
HH bought/leased new vehicle last 12 mo	774	6.3%	67
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	23,989	84.5%	99
Bought/changed motor oil in last 12 months	14,862	52.3%	107
Had tune-up in last 12 months	8,488	29.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,282	64.4%	98
Drank regular cola in last 6 months	15,119	53.3%	119
Drank beer/ale in last 6 months	11,081	39.0%	92
Cameras (Adults)			
Own digital point & shoot camera	6,252	22.0%	76
Own digital single-lens reflex (SLR) camera	1,861	6.6%	76
Bought any camera in last 12 months	1,541	5.4%	95
Printed digital photos in last 12 months	809	2.8%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	9,755	34.4%	95
Have a smartphone	13,999	49.3%	84
Have a smartphone: Android phone (any brand)	8,472	29.8%	111
Have a smartphone: Apple iPhone	4,046	14.3%	55
Number of cell phones in household: 1	4,316	35.1%	109
Number of cell phones in household: 2	4,174	34.0%	91
Number of cell phones in household: 3+	3,212	26.1%	103
HH has cell phone only (no landline telephone)	6,414	52.2%	125
Computers (Households)			
HH owns a computer	7,931	64.5%	84
HH owns desktop computer	4,805	39.1%	86
HH owns laptop/notebook	5,411	44.0%	81
HH owns any Apple/Mac brand computer	1,153	9.4%	62
HH owns any PC/non-Apple brand computer	7,287	59.3%	87
HH purchased most recent computer in a store	3,861	31.4%	83
HH purchased most recent computer online	1,088	8.9%	68
Spent <\$500 on most recent home computer	2,155	17.5%	121
Spent \$500-\$999 on most recent home computer	1,837	14.9%	78
Spent \$1,000-\$1,499 on most recent home computer	708	5.8%	61
Spent \$1,500-\$1,999 on most recent home computer	398	3.2%	71
Spent \$2,000+ on most recent home computer	326	2.7%	68

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	14,556	51.3%	101
Bought brewed coffee at convenience store in last 30 days	4,873	17.2%	109
Bought cigarettes at convenience store in last 30 days	4,710	16.6%	133
Bought gas at convenience store in last 30 days	10,686	37.6%	114
Spent at convenience store in last 30 days: <\$20	1,963	6.9%	85
Spent at convenience store in last 30 days: \$20-\$39	2,599	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	1,906	6.7%	88
Spent at convenience store in last 30 days: \$51-\$99	1,334	4.7%	106
Spent at convenience store in last 30 days: \$100+	7,841	27.6%	121
Entertainment (Adults)			
Attended a movie in last 6 months	14,659	51.6%	87
Went to live theater in last 12 months	2,115	7.4%	57
Went to a bar/night club in last 12 months	2,855	10.1%	60
Dined out in last 12 months	9,914	34.9%	78
Gambled at a casino in last 12 months	3,911	13.8%	101
Visited a theme park in last 12 months	4,317	15.2%	86
Viewed movie (video-on-demand) in last 30 days	2,833	10.0%	59
Viewed TV show (video-on-demand) in last 30 days	1,926	6.8%	53
Watched any pay-per-view TV in last 12 months	3,292	11.6%	88
Downloaded a movie over the Internet in last 30 days	1,631	5.7%	80
Downloaded any individual song in last 6 months	4,436	15.6%	77
Watched a movie online in the last 30 days	3,585	12.6%	79
Watched a TV program online in last 30 days	2,815	9.9%	66
Played a video/electronic game (console) in last 12 months	3,020	10.6%	102
Played a video/electronic game (portable) in last 12 months	1,326	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	5,885	20.7%	67
Used ATM/cash machine in last 12 months	11,176	39.4%	80
Own any stock	1,085	3.8%	50
Own U.S. savings bond	978	3.4%	65
Own shares in mutual fund (stock)	1,202	4.2%	58
Own shares in mutual fund (bonds)	805	2.8%	58
Have interest checking account	5,329	18.8%	67
Have non-interest checking account	7,751	27.3%	97
Have savings account	12,173	42.9%	79
Have 401K retirement savings plan	3,021	10.6%	73
Own/used any credit/debit card in last 12 months	18,632	65.6%	88
Avg monthly credit card expenditures: <\$111	3,106	10.9%	94
Avg monthly credit card expenditures: \$111-\$225	1,487	5.2%	76
Avg monthly credit card expenditures: \$226-\$450	1,393	4.9%	78
Avg monthly credit card expenditures: \$451-\$700	1,049	3.7%	69
Avg monthly credit card expenditures: \$701-\$1,000	813	2.9%	66
Avg monthly credit card expenditures: \$1,001+	1,203	4.2%	47
Did banking online in last 12 months	6,790	23.9%	67
Did banking on mobile device in last 12 months	2,914	10.3%	73
Paid bills online in last 12 months	9,375	33.0%	77

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,867	72.2%	104
Used bread in last 6 months	11,529	93.8%	100
Used chicken (fresh or frozen) in last 6 months	8,003	65.1%	94
Used turkey (fresh or frozen) in last 6 months	1,712	13.9%	88
Used fish/seafood (fresh or frozen) in last 6 months	6,896	56.1%	103
Used fresh fruit/vegetables in last 6 months	10,192	82.9%	97
Used fresh milk in last 6 months	10,801	87.9%	100
Used organic food in last 6 months	2,193	17.8%	91
Health (Adults)			
Exercise at home 2+ times per week	7,196	25.3%	89
Exercise at club 2+ times per week	1,982	7.0%	54
Visited a doctor in last 12 months	19,449	68.5%	90
Used vitamin/dietary supplement in last 6 months	13,925	49.0%	93
Home (Households)			
Any home improvement in last 12 months	2,755	22.4%	84
Used housekeeper/maid/professional HH cleaning service in last 12	1,269	10.3%	78
Purchased low ticket HH furnishings in last 12 months	1,718	14.0%	87
Purchased big ticket HH furnishings in last 12 months	2,066	16.8%	80
Bought any small kitchen appliance in last 12 months	2,519	20.5%	92
Bought any large kitchen appliance in last 12 months	1,685	13.7%	108
Insurance (Adults/Households)			
Currently carry life insurance	9,697	34.2%	80
Carry medical/hospital/accident insurance	16,468	58.0%	88
Carry homeowner insurance	10,196	35.9%	76
Carry renter's insurance	1,853	6.5%	80
Have auto insurance: 1 vehicle in household covered	3,974	32.3%	105
Have auto insurance: 2 vehicles in household covered	3,314	27.0%	95
Have auto insurance: 3+ vehicles in household covered	2,318	18.9%	86
Pets (Households)			
Household owns any pet	7,077	57.6%	107
Household owns any cat	2,653	21.6%	96
Household owns any dog	5,744	46.7%	115
Psychographics (Adults)			
Buying American is important to me	12,084	42.6%	101
Usually buy items on credit rather than wait	2,666	9.4%	80
Usually buy based on quality - not price	4,242	14.9%	83
Price is usually more important than brand name	7,979	28.1%	107
Usually use coupons for brands I buy often	4,839	17.0%	90
Am interested in how to help the environment	5,187	18.3%	112
Usually pay more for environ safe product	3,781	13.3%	104
Usually value green products over convenience	3,542	12.5%	119
Likely to buy a brand that supports a charity	10,254	36.1%	103
Reading (Adults)			
Bought digital book in last 12 months	2,389	8.4%	64
Bought hardcover book in last 12 months	4,518	15.9%	76
Bought paperback book in last 12 month	6,634	23.4%	74
Read any daily newspaper (paper version)	5,560	19.6%	75
Read any digital newspaper in last 30 days	6,936	24.4%	73
Read any magazine (paper/electronic version) in last 6 months	24,030	84.6%	93

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	19,508	68.7%	92
Went to family restaurant/steak house: 4+ times a month	6,790	23.9%	87
Went to fast food/drive-in restaurant in last 6 months	25,521	89.9%	100
Went to fast food/drive-in restaurant 9+ times/mo	11,054	38.9%	99
Fast food/drive-in last 6 months: eat in	9,217	32.5%	89
Fast food/drive-in last 6 months: home delivery	2,022	7.1%	93
Fast food/drive-in last 6 months: take-out/drive-thru	12,816	45.1%	97
Fast food/drive-in last 6 months: take-out/walk-in	4,501	15.9%	82
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,248	22.0%	69
Own e-reader/tablet: iPad	2,746	9.7%	63
Own any portable MP3 player	7,116	25.1%	81
HH owns 1 TV	2,575	21.0%	102
HH owns 2 TVs	3,088	25.1%	97
HH owns 3 TVs	2,526	20.6%	96
HH owns 4+ TVs	2,183	17.8%	94
HH subscribes to cable TV	4,457	36.3%	73
HH subscribes to fiber optic	667	5.4%	71
HH has satellite dish	3,973	32.3%	127
HH owns DVD/Blu-ray player	6,910	56.2%	93
HH owns camcorder	1,349	11.0%	79
HH owns portable GPS navigation device	2,425	19.7%	72
HH purchased video game system in last 12 mos	889	7.2%	91
HH owns Internet video device for TV	693	5.6%	80
Travel (Adults)			
Domestic travel in last 12 months	10,656	37.5%	75
Took 3+ domestic non-business trips in last 12 months	2,260	8.0%	72
Spent on domestic vacations in last 12 months: <\$1,000	2,431	8.6%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,240	4.4%	75
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	690	2.4%	68
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	767	2.7%	69
Spent on domestic vacations in last 12 months: \$3,000+	906	3.2%	58
Domestic travel in the 12 months: used general travel website	1,076	3.8%	56
Foreign travel in last 3 years	3,883	13.7%	57
Took 3+ foreign trips by plane in last 3 years	624	2.2%	49
Spent on foreign vacations in last 12 months: <\$1,000	779	2.7%	66
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	582	2.0%	63
Spent on foreign vacations in last 12 months: \$3,000+	779	2.7%	55
Foreign travel in last 3 years: used general travel website	875	3.1%	55
Nights spent in hotel/motel in last 12 months: any	7,887	27.8%	68
Took cruise of more than one day in last 3 years	1,585	5.6%	67
Member of any frequent flyer program	1,971	6.9%	43
Member of any hotel rewards program	1,975	7.0%	49

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