



# Retail Market Potential

City of Titusville, FL  
August 2021

Prepared by Esri

Demographic Summary		2021	2026
Population		48,847	51,707
Population 18+		39,846	42,029
Households		21,093	22,305
Median Household Income		\$48,118	\$53,551

  

Product/Consumer Behavior	Expected Number Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	19,104	47.9%	98
Bought any women's clothing in last 12 months	18,430	46.3%	102
Bought any shoes in last 12 months	20,659	51.8%	97
Bought costume jewelry in last 12 months	6,596	16.6%	103
Bought any fine jewelry in last 12 months	7,784	19.5%	107
Bought a watch in last 12 months	5,720	14.4%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	18,344	87.0%	101
HH bought/leased new vehicle last 12 months	1,718	8.1%	90
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	34,570	86.8%	102
Bought/changed motor oil in last 12 months	19,208	48.2%	106
Had tune-up in last 12 months	9,666	24.3%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	26,612	66.8%	94
Drank non-diet (regular) in last 6 months	17,329	43.5%	103
Drank beer/ale in last 6 months	16,066	40.3%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,454	8.7%	108
Own digital SLR camera/camcorder	2,681	6.7%	85
Printed digital photos in last 12 months	8,030	20.2%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,775	32.1%	99
Have a smartphone	34,053	85.5%	96
Have a smartphone: Android phone (any brand)	18,159	45.6%	112
Have a smartphone: Apple iPhone	15,435	38.7%	81
Number of cell phones in household: 1	7,484	35.5%	117
Number of cell phones in household: 2	8,106	38.4%	101
Number of cell phones in household: 3+	4,943	23.4%	79
HH has cell phone only (no landline telephone)	13,203	62.6%	97
<b>Computers (Households)</b>			
HH owns a computer	14,651	69.5%	93
HH owns desktop computer	6,826	32.4%	93
HH owns laptop/notebook	11,421	54.1%	92
HH owns any Apple/Mac brand computer	2,867	13.6%	68
HH owns any PC/non-Apple brand computer	12,648	60.0%	99
HH purchased most recent computer in a store	7,222	34.2%	98
HH purchased most recent computer online	2,809	13.3%	84
HH spent \$1-\$499 on most recent home computer	3,304	15.7%	110
HH spent \$500-\$999 on most recent home computer	3,274	15.5%	94
HH spent \$1,000-\$1,499 on most recent home computer	1,863	8.8%	86
HH spent \$1,500-\$1,999 on most recent home computer	762	3.6%	73
HH spent \$2,000+ on most recent home computer	737	3.5%	79

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**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 2021 and 2026.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	25,435	63.8%	104
Bought brewed coffee at convenience store in last 30 days	5,031	12.6%	100
Bought cigarettes at convenience store in last 30 days	5,061	12.7%	139
Bought gas at convenience store in last 30 days	16,717	42.0%	114
Spent at convenience store in last 30 days: \$1-19	2,652	6.7%	96
Spent at convenience store in last 30 days: \$20-\$39	3,746	9.4%	101
Spent at convenience store in last 30 days: \$40-\$50	3,444	8.6%	107
Spent at convenience store in last 30 days: \$51-\$99	2,837	7.1%	128
Spent at convenience store in last 30 days: \$100+	9,041	22.7%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	21,838	54.8%	92
Went to live theater in last 12 months	3,996	10.0%	81
Went to a bar/night club in last 12 months	6,266	15.7%	89
Dined out in last 12 months	20,006	50.2%	99
Gambled at a casino in last 12 months	5,472	13.7%	104
Visited a theme park in last 12 months	5,772	14.5%	78
Viewed movie (video-on-demand) in last 30 days	5,022	12.6%	84
Viewed TV show (video-on-demand) in last 30 days	3,402	8.5%	84
Watched any pay-per-view TV in last 12 months	2,691	6.8%	91
Downloaded a movie over the Internet in last 30 days	3,204	8.0%	86
Downloaded any individual song in last 6 months	6,906	17.3%	93
Used internet to watch a movie online in the last 30 days	11,111	27.9%	86
Used internet to watch a TV program online in last 30 days	7,519	18.9%	89
Played a video/electronic game (console) in last 12 months	4,084	10.2%	108
Played a video/electronic game (portable) in last 12 months	2,059	5.2%	107
<b>Financial (Adults)</b>			
Have home mortgage (1st)	11,749	29.5%	90
Used ATM/cash machine in last 12 months	20,425	51.3%	95
Own any stock	2,962	7.4%	90
Own U.S. savings bond	2,128	5.3%	109
Own shares in mutual fund (stock)	3,052	7.7%	95
Own shares in mutual fund (bonds)	2,063	5.2%	99
Have interest checking account	12,168	30.5%	102
Have non-interest checking account	11,766	29.5%	96
Have savings account	22,498	56.5%	95
Have 401K retirement savings plan	6,595	16.6%	95
Own/used any credit/debit card in last 12 months	32,389	81.3%	98
Avg monthly credit card expenditures: \$1-110	5,290	13.3%	117
Avg monthly credit card expenditures: \$111-\$225	2,791	7.0%	96
Avg monthly credit card expenditures: \$226-\$450	2,894	7.3%	99
Avg monthly credit card expenditures: \$451-\$700	2,605	6.5%	96
Avg monthly credit card expenditures: \$701-\$1,000	2,197	5.5%	87
Did banking online in last 12 months	15,882	39.9%	92
Did banking on mobile device in last 12 months	11,440	28.7%	89
Paid bills online in last 12 months	20,269	50.9%	93

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<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	14,961	70.9%	104
HH used bread in last 6 months	19,750	93.6%	100
HH used chicken (fresh or frozen) in last 6 months	13,635	64.6%	97
HH used turkey (fresh or frozen) in last 6 months	3,051	14.5%	104
HH used fish/seafood (fresh or frozen) in last 6 months	10,905	51.7%	94
HH used fresh fruit/vegetables in last 6 months	17,479	82.9%	98
HH used fresh milk in last 6 months	17,978	85.2%	103
HH used organic food in last 6 months	3,688	17.5%	73
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,261	28.3%	94
Exercise at club 2+ times per week	4,510	11.3%	79
Visited a doctor in last 12 months	30,892	77.5%	101
Used vitamin/dietary supplement in last 6 months	20,342	51.1%	93
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	6,225	29.5%	103
HH used any maid/professional cleaning service in last 12 months	2,623	12.4%	81
HH purchased low ticket HH furnishings in last 12 months	3,886	18.4%	102
HH purchased big ticket HH furnishings in last 12 months	4,590	21.8%	94
HH bought any small kitchen appliance in last 12 months	4,775	22.6%	97
HH bought any large kitchen appliance in last 12 months	2,730	12.9%	97
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	18,018	45.2%	102
Carry medical/hospital/accident insurance	30,059	75.4%	101
Carry homeowner/personal property insurance	19,844	49.8%	102
Carry renter's insurance	3,627	9.1%	98
HH has auto insurance: 1 vehicle in household covered	6,764	32.1%	111
HH has auto insurance: 2 vehicles in household covered	5,492	26.0%	94
HH has auto insurance: 3+ vehicles in household covered	4,579	21.7%	95
<b>Pets (Households)</b>			
Household owns any pet	11,369	53.9%	102
Household owns any cat	5,173	24.5%	106
Household owns any dog	8,642	41.0%	102
<b>Psychographics (Adults)</b>			
Buying American is important to me	16,636	41.8%	115
Usually buy items on credit rather than wait	5,672	14.2%	104
Usually buy based on quality - not price	6,901	17.3%	92
Price is usually more important than brand name	11,938	30.0%	103
Usually use coupons for brands I buy often	6,701	16.8%	107
Am interested in how to help the environment	7,427	18.6%	89
Usually pay more for environ safe product	5,484	13.8%	92
Usually value green products over convenience	4,177	10.5%	90
Likely to buy a brand that supports a charity	14,158	35.5%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,800	12.0%	85
Bought hardcover book in last 12 months	8,021	20.1%	97
Bought paperback book in last 12 months	10,310	25.9%	91
Read any daily newspaper (paper version)	7,175	18.0%	123
Read any digital newspaper in last 30 days	15,212	38.2%	85
Read any magazine (paper/electronic version) in last 6 months	35,836	89.9%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	28,457	71.4%	99
Went to family restaurant/steak house: 4+ times a month	9,756	24.5%	99
Went to fast food/drive-in restaurant in last 6 months	36,036	90.4%	100
Went to fast food/drive-in restaurant 9+ times/month	15,795	39.6%	104
Fast food restaurant last 6 months: eat in	12,825	32.2%	99
Fast food restaurant last 6 months: home delivery	3,212	8.1%	90
Fast food restaurant last 6 months: take-out/drive-thru	19,719	49.5%	103
Fast food restaurant last 6 months: take-out/walk-in	7,893	19.8%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	19,263	48.3%	94
Own any e-reader	3,752	9.4%	92
Own e-reader/tablet: iPad	10,075	25.3%	82
HH has Internet connectable TV	7,415	35.2%	96
Own any portable MP3 player	5,705	14.3%	98
HH owns 1 TV	4,404	20.9%	99
HH owns 2 TVs	5,856	27.8%	105
HH owns 3 TVs	4,483	21.3%	101
HH owns 4+ TVs	3,606	17.1%	97
HH subscribes to cable TV	9,204	43.6%	110
HH subscribes to fiber optic	739	3.5%	60
HH owns portable GPS navigation device	4,574	21.7%	113
HH purchased video game system in last 12 months	1,215	5.8%	70
HH owns any Internet video device for TV	6,371	30.2%	90
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	19,121	48.0%	90
Took 3+ domestic non-business trips in last 12 months	4,529	11.4%	89
Spent on domestic vacations in last 12 months: \$1-999	3,776	9.5%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,111	5.3%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,366	3.4%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,582	4.0%	91
Spent on domestic vacations in last 12 months: \$3,000+	2,292	5.8%	81
Domestic travel in last 12 months: used general travel website	1,764	4.4%	66
Took foreign trip (including Alaska and Hawaii) in last 3 years	8,620	21.6%	71
Took 3+ foreign trips by plane in last 3 years	1,663	4.2%	63
Spent on foreign vacations in last 12 months: \$1-999	1,658	4.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,023	2.6%	57
Spent on foreign vacations in last 12 months: \$3,000+	1,816	4.6%	64
Foreign travel in last 3 years: used general travel website	1,702	4.3%	68
Nights spent in hotel/motel in last 12 months: any	17,415	43.7%	94
Took cruise of more than one day in last 3 years	3,251	8.2%	84
Member of any frequent flyer program	5,767	14.5%	70
Member of any hotel rewards program	6,875	17.3%	81

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