



Retail Market Potential

Osceola Village, WI
 Osceola village, WI (5560450)
 Place

Joel West, Village Administrator

Demographic Summary	2015	2020
Population	2,529	2,504
Population 18+	1,898	1,896
Households	1,141	1,137
Median Household Income	\$51,944	\$56,958

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	846	44.6%	92
Bought any women's clothing in last 12 months	870	45.8%	102
Bought clothing for child <13 years in last 6 months	616	32.5%	116
Bought any shoes in last 12 months	991	52.2%	95
Bought costume jewelry in last 12 months	376	19.8%	99
Bought any fine jewelry in last 12 months	345	18.2%	94
Bought a watch in last 12 months	193	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	991	86.9%	102
HH bought/leased new vehicle last 12 mo	97	8.5%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,657	87.3%	103
Bought/changed motor oil in last 12 months	1,035	54.5%	110
Had tune-up in last 12 months	575	30.3%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,268	66.8%	102
Drank regular cola in last 6 months	939	49.5%	108
Drank beer/ale in last 6 months	760	40.0%	95
Cameras (Adults)			
Own digital point & shoot camera	612	32.2%	100
Own digital single-lens reflex (SLR) camera	159	8.4%	97
Bought any camera in last 12 months	130	6.8%	95
Bought memory card for camera in last 12 months	109	5.7%	100
Printed digital photos in last 12 months	59	3.1%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	761	40.1%	110
Have a smartphone	967	50.9%	105
Have an iPhone	277	14.6%	78
Number of cell phones in household: 1	341	29.9%	93
Number of cell phones in household: 2	439	38.5%	104
Number of cell phones in household: 3+	278	24.4%	97
HH has cell phone only (no landline telephone)	468	41.0%	108
Computers (Households)			
HH owns a computer	877	76.9%	101
HH owns desktop computer	557	48.8%	100
HH owns laptop/notebook	566	49.6%	97
Spent <\$500 on most recent home computer	175	15.3%	109
Spent \$500-\$999 on most recent home computer	231	20.2%	100
Spent \$1,000-\$1,499 on most recent home computer	115	10.1%	101
Spent \$1,500-\$1,999 on most recent home computer	44	3.9%	84
Spent \$2,000+ on most recent home computer	51	4.5%	116

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 2015 and 2020.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,246	65.6%	108
Bought brewed coffee at convenience store in last 30 days	317	16.7%	109
Bought cigarettes at convenience store in last 30 days	330	17.4%	132
Bought gas at convenience store in last 30 days	720	37.9%	114
Spent at convenience store in last 30 days: <\$20	136	7.2%	87
Spent at convenience store in last 30 days: \$20-\$39	207	10.9%	120
Spent at convenience store in last 30 days: \$40-\$50	155	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	121	6.4%	140
Spent at convenience store in last 30 days: \$100+	499	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	1,159	61.1%	101
Went to live theater in last 12 months	215	11.3%	90
Went to a bar/night club in last 12 months	340	17.9%	105
Dined out in last 12 months	878	46.3%	103
Gambled at a casino in last 12 months	278	14.6%	99
Visited a theme park in last 12 months	359	18.9%	105
Viewed movie (video-on-demand) in last 30 days	300	15.8%	101
Viewed TV show (video-on-demand) in last 30 days	252	13.3%	108
Watched any pay-per-view TV in last 12 months	259	13.6%	104
Downloaded a movie over the Internet in last 30 days	170	9.0%	135
Downloaded any individual song in last 6 months	405	21.3%	104
Watched a movie online in the last 30 days	263	13.9%	102
Watched a TV program online in last 30 days	299	15.8%	117
Played a video/electronic game (console) in last 12 months	270	14.2%	125
Played a video/electronic game (portable) in last 12 months	90	4.7%	106
Financial (Adults)			
Have home mortgage (1st)	659	34.7%	110
Used ATM/cash machine in last 12 months	958	50.5%	104
Own any stock	105	5.5%	71
Own U.S. savings bond	83	4.4%	76
Own shares in mutual fund (stock)	101	5.3%	71
Own shares in mutual fund (bonds)	56	3.0%	60
Have interest checking account	476	25.1%	87
Have non-interest checking account	588	31.0%	110
Have savings account	1,033	54.4%	102
Have 401K retirement savings plan	294	15.5%	105
Own/used any credit/debit card in last 12 months	1,394	73.4%	99
Avg monthly credit card expenditures: <\$111	262	13.8%	116
Avg monthly credit card expenditures: \$111-\$225	124	6.5%	101
Avg monthly credit card expenditures: \$226-\$450	94	5.0%	78
Avg monthly credit card expenditures: \$451-\$700	94	5.0%	91
Avg monthly credit card expenditures: \$701-\$1,000	63	3.3%	77
Avg monthly credit card expenditures: \$1,001+	94	5.0%	54
Did banking online in last 12 months	739	38.9%	111
Did banking on mobile device in last 12 months	239	12.6%	121
Paid bills online in last 12 months	867	45.7%	109

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,389	73.2%	102
Used bread in last 6 months	1,830	96.4%	101
Used chicken (fresh or frozen) in last 6 mos	1,373	72.3%	101
Used turkey (fresh or frozen) in last 6 mos	319	16.8%	92
Used fish/seafood (fresh or frozen) in last 6 months	1,010	53.2%	95
Used fresh fruit/vegetables in last 6 months	1,643	86.6%	100
Used fresh milk in last 6 months	1,729	91.1%	101
Used organic food in last 6 months	313	16.5%	84
Health (Adults)			
Exercise at home 2+ times per week	460	24.2%	85
Exercise at club 2+ times per week	219	11.5%	89
Visited a doctor in last 12 months	1,385	73.0%	96
Used vitamin/dietary supplement in last 6 months	885	46.6%	87
Home (Households)			
Any home improvement in last 12 months	304	26.6%	97
Used housekeeper/maid/professional HH cleaning service in last 12	104	9.1%	70
Purchased low ticket HH furnishings in last 12 months	176	15.4%	99
Purchased big ticket HH furnishings in last 12 months	244	21.4%	102
Purchased bedding/bath goods in last 12 months	588	51.5%	97
Purchased cooking/serving product in last 12 months	263	23.0%	95
Bought any small kitchen appliance in last 12 months	224	19.6%	88
Bought any large kitchen appliance in last 12 months	147	12.9%	100
Insurance (Adults/Households)			
Currently carry life insurance	804	42.4%	98
Carry medical/hospital/accident insurance	1,179	62.1%	96
Carry homeowner insurance	899	47.4%	99
Carry renter's insurance	147	7.7%	105
Have auto insurance: 1 vehicle in household covered	344	30.1%	96
Have auto insurance: 2 vehicles in household covered	334	29.3%	104
Have auto insurance: 3+ vehicles in household covered	251	22.0%	100
Pets (Households)			
Household owns any pet	660	57.8%	109
Household owns any cat	306	26.8%	118
Household owns any dog	478	41.9%	105
Psychographics (Adults)			
Buying American is important to me	807	42.5%	99
Usually buy items on credit rather than wait	197	10.4%	91
Usually buy based on quality - not price	339	17.9%	100
Price is usually more important than brand name	602	31.7%	116
Usually use coupons for brands I buy often	346	18.2%	97
Am interested in how to help the environment	328	17.3%	103
Usually pay more for environ safe product	203	10.7%	85
Usually value green products over convenience	217	11.4%	112
Likely to buy a brand that supports a charity	639	33.7%	98
Reading (Adults)			
Bought digital book in last 12 months	196	10.3%	93
Bought hardcover book in last 12 months	444	23.4%	104
Bought paperback book in last 12 month	623	32.8%	97
Read any daily newspaper (paper version)	495	26.1%	93
Read any digital newspaper in last 30 days	599	31.6%	101
Read any magazine (paper/electronic version) in last 6 months	1,719	90.6%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,493	78.7%	104
Went to family restaurant/steak house: 4+ times a month	594	31.3%	109
Went to fast food/drive-in restaurant in last 6 months	1,741	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	850	44.8%	111
Fast food/drive-in last 6 months: eat in	745	39.3%	108
Fast food/drive-in last 6 months: home delivery	179	9.4%	120
Fast food/drive-in last 6 months: take-out/drive-thru	1,009	53.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	381	20.1%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	331	17.4%	82
Own any portable MP3 player	661	34.8%	104
HH owns 1 TV	218	19.1%	95
HH owns 2 TVs	275	24.1%	92
HH owns 3 TVs	263	23.0%	107
HH owns 4+ TVs	231	20.2%	103
HH subscribes to cable TV	539	47.2%	93
HH subscribes to fiber optic	53	4.6%	70
HH has satellite dish	318	27.9%	109
HH owns DVD/Blu-ray player	733	64.2%	104
HH owns camcorder	174	15.2%	98
HH owns portable GPS navigation device	295	25.9%	94
HH purchased video game system in last 12 mos	93	8.2%	88
HH owns Internet video device for TV	37	3.2%	74
Travel (Adults)			
Domestic travel in last 12 months	902	47.5%	95
Took 3+ domestic non-business trips in last 12 months	203	10.7%	86
Spent on domestic vacations in last 12 months: <\$1,000	202	10.6%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	103	5.4%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	72	3.8%	108
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	68	3.6%	94
Spent on domestic vacations in last 12 months: \$3,000+	63	3.3%	61
Domestic travel in the 12 months: used general travel website	101	5.3%	76
Foreign travel in last 3 years	307	16.2%	68
Took 3+ foreign trips by plane in last 3 years	57	3.0%	69
Spent on foreign vacations in last 12 months: <\$1,000	66	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	56	3.0%	97
Spent on foreign vacations in last 12 months: \$3,000+	66	3.5%	71
Foreign travel in last 3 years: used general travel website	64	3.4%	62
Nights spent in hotel/motel in last 12 months: any	758	39.9%	97
Took cruise of more than one day in last 3 years	122	6.4%	73
Member of any frequent flyer program	212	11.2%	67
Member of any hotel rewards program	182	9.6%	68

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