



# Retail Market Potential

Osceola, Wisconsin, United States  
 Drive Time: 5 minute radius

Joel West, Village Administrator  
 Latitude: 45.32052  
 Longitude: -92.70493

Demographic Summary	2015	2020
Population	1,677	1,659
Population 18+	1,253	1,251
Households	773	770
Median Household Income	\$54,315	\$59,637

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	569	45.4%	94
Bought any women's clothing in last 12 months	579	46.2%	103
Bought clothing for child <13 years in last 6 months	413	33.0%	117
Bought any shoes in last 12 months	662	52.8%	97
Bought costume jewelry in last 12 months	254	20.3%	101
Bought any fine jewelry in last 12 months	229	18.3%	94
Bought a watch in last 12 months	128	10.2%	89
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	678	87.7%	103
HH bought/leased new vehicle last 12 mo	67	8.7%	100
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,107	88.3%	104
Bought/changed motor oil in last 12 months	691	55.1%	111
Had tune-up in last 12 months	393	31.4%	103
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	838	66.9%	102
Drank regular cola in last 6 months	614	49.0%	107
Drank beer/ale in last 6 months	499	39.8%	94
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	405	32.3%	100
Own digital single-lens reflex (SLR) camera	101	8.1%	94
Bought any camera in last 12 months	86	6.9%	95
Bought memory card for camera in last 12 months	74	5.9%	103
Printed digital photos in last 12 months	41	3.3%	97
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	495	39.5%	108
Have a smartphone	646	51.6%	106
Have an iPhone	194	15.5%	83
Number of cell phones in household: 1	226	29.2%	91
Number of cell phones in household: 2	297	38.4%	104
Number of cell phones in household: 3+	193	25.0%	99
HH has cell phone only (no landline telephone)	318	41.1%	109
<b>Computers (Households)</b>			
HH owns a computer	595	77.0%	101
HH owns desktop computer	384	49.7%	102
HH owns laptop/notebook	381	49.3%	96
Spent <\$500 on most recent home computer	117	15.1%	107
Spent \$500-\$999 on most recent home computer	157	20.3%	100
Spent \$1,000-\$1,499 on most recent home computer	79	10.2%	102
Spent \$1,500-\$1,999 on most recent home computer	29	3.8%	81
Spent \$2,000+ on most recent home computer	33	4.3%	111

**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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	822	65.6%	108
Bought brewed coffee at convenience store in last 30 days	199	15.9%	103
Bought cigarettes at convenience store in last 30 days	220	17.6%	134
Bought gas at convenience store in last 30 days	493	39.3%	118
Spent at convenience store in last 30 days: <\$20	90	7.2%	88
Spent at convenience store in last 30 days: \$20-\$39	127	10.1%	111
Spent at convenience store in last 30 days: \$40-\$50	101	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	79	6.3%	138
Spent at convenience store in last 30 days: \$100+	342	27.3%	118
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	762	60.8%	101
Went to live theater in last 12 months	137	10.9%	87
Went to a bar/night club in last 12 months	214	17.1%	100
Dined out in last 12 months	591	47.2%	105
Gambled at a casino in last 12 months	176	14.0%	95
Visited a theme park in last 12 months	231	18.4%	102
Viewed movie (video-on-demand) in last 30 days	196	15.6%	100
Viewed TV show (video-on-demand) in last 30 days	162	12.9%	106
Watched any pay-per-view TV in last 12 months	173	13.8%	105
Downloaded a movie over the Internet in last 30 days	102	8.1%	123
Downloaded any individual song in last 6 months	268	21.4%	104
Watched a movie online in the last 30 days	167	13.3%	98
Watched a TV program online in last 30 days	183	14.6%	109
Played a video/electronic game (console) in last 12 months	166	13.2%	116
Played a video/electronic game (portable) in last 12 months	57	4.5%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	455	36.3%	115
Used ATM/cash machine in last 12 months	638	50.9%	105
Own any stock	69	5.5%	71
Own U.S. savings bond	50	4.0%	69
Own shares in mutual fund (stock)	66	5.3%	70
Own shares in mutual fund (bonds)	36	2.9%	58
Have interest checking account	328	26.2%	91
Have non-interest checking account	383	30.6%	108
Have savings account	687	54.8%	102
Have 401K retirement savings plan	194	15.5%	105
Own/used any credit/debit card in last 12 months	932	74.4%	101
Avg monthly credit card expenditures: <\$111	174	13.9%	117
Avg monthly credit card expenditures: \$111-\$225	84	6.7%	103
Avg monthly credit card expenditures: \$226-\$450	63	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	62	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	41	3.3%	75
Avg monthly credit card expenditures: \$1,001+	63	5.0%	55
Did banking online in last 12 months	499	39.8%	113
Did banking on mobile device in last 12 months	160	12.8%	123
Paid bills online in last 12 months	575	45.9%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	913	72.9%	102
Used bread in last 6 months	1,207	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	906	72.3%	101
Used turkey (fresh or frozen) in last 6 mos	219	17.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	674	53.8%	96
Used fresh fruit/vegetables in last 6 months	1,084	86.5%	100
Used fresh milk in last 6 months	1,142	91.1%	101
Used organic food in last 6 months	198	15.8%	80
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	314	25.1%	88
Exercise at club 2+ times per week	144	11.5%	89
Visited a doctor in last 12 months	917	73.2%	97
Used vitamin/dietary supplement in last 6 months	595	47.5%	89
<b>Home (Households)</b>			
Any home improvement in last 12 months	206	26.6%	97
Used housekeeper/maid/professional HH cleaning service in last 12	70	9.1%	69
Purchased low ticket HH furnishings in last 12 months	121	15.7%	100
Purchased big ticket HH furnishings in last 12 months	167	21.6%	103
Purchased bedding/bath goods in last 12 months	400	51.7%	97
Purchased cooking/serving product in last 12 months	178	23.0%	95
Bought any small kitchen appliance in last 12 months	152	19.7%	88
Bought any large kitchen appliance in last 12 months	101	13.1%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	555	44.3%	102
Carry medical/hospital/accident insurance	777	62.0%	96
Carry homeowner insurance	623	49.7%	104
Carry renter's insurance	94	7.5%	101
Have auto insurance: 1 vehicle in household covered	232	30.0%	96
Have auto insurance: 2 vehicles in household covered	229	29.6%	106
Have auto insurance: 3+ vehicles in household covered	177	22.9%	104
<b>Pets (Households)</b>			
Household owns any pet	451	58.3%	110
Household owns any cat	202	26.1%	115
Household owns any dog	337	43.6%	110
<b>Psychographics (Adults)</b>			
Buying American is important to me	547	43.7%	102
Usually buy items on credit rather than wait	130	10.4%	91
Usually buy based on quality - not price	224	17.9%	100
Price is usually more important than brand name	392	31.3%	114
Usually use coupons for brands I buy often	228	18.2%	97
Am interested in how to help the environment	219	17.5%	105
Usually pay more for environ safe product	133	10.6%	84
Usually value green products over convenience	132	10.5%	103
Likely to buy a brand that supports a charity	423	33.8%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	133	10.6%	95
Bought hardcover book in last 12 months	296	23.6%	105
Bought paperback book in last 12 month	415	33.1%	98
Read any daily newspaper (paper version)	316	25.2%	90
Read any digital newspaper in last 30 days	392	31.3%	100
Read any magazine (paper/electronic version) in last 6 months	1,129	90.1%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	995	79.4%	105
Went to family restaurant/steak house: 4+ times a month	403	32.2%	112
Went to fast food/drive-in restaurant in last 6 months	1,154	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	574	45.8%	113
Fast food/drive-in last 6 months: eat in	498	39.7%	109
Fast food/drive-in last 6 months: home delivery	123	9.8%	125
Fast food/drive-in last 6 months: take-out/drive-thru	684	54.6%	116
Fast food/drive-in last 6 months: take-out/walk-in	252	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	224	17.9%	84
Own any portable MP3 player	440	35.1%	105
HH owns 1 TV	144	18.6%	92
HH owns 2 TVs	193	25.0%	95
HH owns 3 TVs	177	22.9%	107
HH owns 4+ TVs	156	20.2%	102
HH subscribes to cable TV	368	47.6%	94
HH subscribes to fiber optic	35	4.5%	68
HH has satellite dish	220	28.5%	112
HH owns DVD/Blu-ray player	496	64.2%	104
HH owns camcorder	118	15.3%	98
HH owns portable GPS navigation device	206	26.6%	97
HH purchased video game system in last 12 mos	64	8.3%	90
HH owns Internet video device for TV	25	3.2%	74
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	607	48.4%	96
Took 3+ domestic non-business trips in last 12 months	135	10.8%	87
Spent on domestic vacations in last 12 months: <\$1,000	129	10.3%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	65	5.2%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	50	4.0%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	47	3.8%	98
Spent on domestic vacations in last 12 months: \$3,000+	45	3.6%	66
Domestic travel in the 12 months: used general travel website	69	5.5%	78
Foreign travel in last 3 years	207	16.5%	70
Took 3+ foreign trips by plane in last 3 years	35	2.8%	64
Spent on foreign vacations in last 12 months: <\$1,000	44	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	38	3.0%	100
Spent on foreign vacations in last 12 months: \$3,000+	41	3.3%	66
Foreign travel in last 3 years: used general travel website	43	3.4%	63
Nights spent in hotel/motel in last 12 months: any	515	41.1%	100
Took cruise of more than one day in last 3 years	89	7.1%	81
Member of any frequent flyer program	145	11.6%	69
Member of any hotel rewards program	131	10.5%	74

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# Retail Market Potential

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Demographic Summary	2015	2020
Population	4,592	4,559
Population 18+	3,443	3,435
Households	1,935	1,933
Median Household Income	\$55,745	\$61,701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,624	47.2%	98
Bought any women's clothing in last 12 months	1,598	46.4%	103
Bought clothing for child <13 years in last 6 months	1,133	32.9%	117
Bought any shoes in last 12 months	1,859	54.0%	99
Bought costume jewelry in last 12 months	712	20.7%	103
Bought any fine jewelry in last 12 months	633	18.4%	95
Bought a watch in last 12 months	365	10.6%	92
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,722	89.0%	105
HH bought/leased new vehicle last 12 mo	177	9.1%	106
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	3,089	89.7%	105
Bought/changed motor oil in last 12 months	1,918	55.7%	112
Had tune-up in last 12 months	1,094	31.8%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,288	66.5%	101
Drank regular cola in last 6 months	1,652	48.0%	105
Drank beer/ale in last 6 months	1,401	40.7%	96
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,167	33.9%	105
Own digital single-lens reflex (SLR) camera	290	8.4%	98
Bought any camera in last 12 months	243	7.1%	98
Bought memory card for camera in last 12 months	210	6.1%	106
Printed digital photos in last 12 months	116	3.4%	100
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,349	39.2%	107
Have a smartphone	1,792	52.0%	107
Have an iPhone	581	16.9%	90
Number of cell phones in household: 1	546	28.2%	88
Number of cell phones in household: 2	752	38.9%	105
Number of cell phones in household: 3+	507	26.2%	104
HH has cell phone only (no landline telephone)	771	39.8%	105
<b>Computers (Households)</b>			
HH owns a computer	1,519	78.5%	103
HH owns desktop computer	992	51.3%	105
HH owns laptop/notebook	980	50.6%	99
Spent <\$500 on most recent home computer	294	15.2%	108
Spent \$500-\$999 on most recent home computer	409	21.1%	104
Spent \$1,000-\$1,499 on most recent home computer	204	10.5%	105
Spent \$1,500-\$1,999 on most recent home computer	76	3.9%	85
Spent \$2,000+ on most recent home computer	82	4.2%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,261	65.7%	108
Bought brewed coffee at convenience store in last 30 days	545	15.8%	103
Bought cigarettes at convenience store in last 30 days	573	16.6%	127
Bought gas at convenience store in last 30 days	1,375	39.9%	120
Spent at convenience store in last 30 days: <\$20	256	7.4%	91
Spent at convenience store in last 30 days: \$20-\$39	336	9.8%	107
Spent at convenience store in last 30 days: \$40-\$50	278	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	209	6.1%	133
Spent at convenience store in last 30 days: \$100+	951	27.6%	120
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,114	61.4%	102
Went to live theater in last 12 months	385	11.2%	89
Went to a bar/night club in last 12 months	589	17.1%	100
Dined out in last 12 months	1,671	48.5%	108
Gambled at a casino in last 12 months	495	14.4%	98
Visited a theme park in last 12 months	640	18.6%	103
Viewed movie (video-on-demand) in last 30 days	539	15.7%	100
Viewed TV show (video-on-demand) in last 30 days	437	12.7%	104
Watched any pay-per-view TV in last 12 months	485	14.1%	107
Downloaded a movie over the Internet in last 30 days	255	7.4%	112
Downloaded any individual song in last 6 months	754	21.9%	107
Watched a movie online in the last 30 days	442	12.8%	95
Watched a TV program online in last 30 days	479	13.9%	103
Played a video/electronic game (console) in last 12 months	442	12.8%	113
Played a video/electronic game (portable) in last 12 months	154	4.5%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,323	38.4%	121
Used ATM/cash machine in last 12 months	1,784	51.8%	106
Own any stock	215	6.2%	80
Own U.S. savings bond	154	4.5%	78
Own shares in mutual fund (stock)	211	6.1%	82
Own shares in mutual fund (bonds)	119	3.5%	70
Have interest checking account	970	28.2%	98
Have non-interest checking account	1,064	30.9%	109
Have savings account	1,944	56.5%	105
Have 401K retirement savings plan	568	16.5%	112
Own/used any credit/debit card in last 12 months	2,620	76.1%	103
Avg monthly credit card expenditures: <\$111	474	13.8%	116
Avg monthly credit card expenditures: \$111-\$225	241	7.0%	108
Avg monthly credit card expenditures: \$226-\$450	185	5.4%	85
Avg monthly credit card expenditures: \$451-\$700	179	5.2%	95
Avg monthly credit card expenditures: \$701-\$1,000	124	3.6%	83
Avg monthly credit card expenditures: \$1,001+	209	6.1%	66
Did banking online in last 12 months	1,406	40.8%	116
Did banking on mobile device in last 12 months	443	12.9%	124
Paid bills online in last 12 months	1,605	46.6%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	2,529	73.5%	103
Used bread in last 6 months	3,322	96.5%	102
Used chicken (fresh or frozen) in last 6 mos	2,509	72.9%	102
Used turkey (fresh or frozen) in last 6 mos	629	18.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	1,884	54.7%	98
Used fresh fruit/vegetables in last 6 months	3,006	87.3%	101
Used fresh milk in last 6 months	3,150	91.5%	102
Used organic food in last 6 months	543	15.8%	80
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	923	26.8%	94
Exercise at club 2+ times per week	416	12.1%	93
Visited a doctor in last 12 months	2,571	74.7%	99
Used vitamin/dietary supplement in last 6 months	1,693	49.2%	92
<b>Home (Households)</b>			
Any home improvement in last 12 months	545	28.2%	102
Used housekeeper/maid/professional HH cleaning service in last 12	187	9.7%	74
Purchased low ticket HH furnishings in last 12 months	308	15.9%	102
Purchased big ticket HH furnishings in last 12 months	423	21.9%	104
Purchased bedding/bath goods in last 12 months	1,019	52.7%	99
Purchased cooking/serving product in last 12 months	455	23.5%	97
Bought any small kitchen appliance in last 12 months	396	20.5%	92
Bought any large kitchen appliance in last 12 months	261	13.5%	105
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,600	46.5%	107
Carry medical/hospital/accident insurance	2,193	63.7%	99
Carry homeowner insurance	1,819	52.8%	111
Carry renter's insurance	252	7.3%	99
Have auto insurance: 1 vehicle in household covered	556	28.7%	92
Have auto insurance: 2 vehicles in household covered	590	30.5%	109
Have auto insurance: 3+ vehicles in household covered	480	24.8%	113
<b>Pets (Households)</b>			
Household owns any pet	1,152	59.5%	112
Household owns any cat	509	26.3%	116
Household owns any dog	874	45.2%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,534	44.6%	104
Usually buy items on credit rather than wait	358	10.4%	91
Usually buy based on quality - not price	610	17.7%	99
Price is usually more important than brand name	1,043	30.3%	110
Usually use coupons for brands I buy often	634	18.4%	98
Am interested in how to help the environment	580	16.8%	101
Usually pay more for environ safe product	358	10.4%	82
Usually value green products over convenience	332	9.6%	95
Likely to buy a brand that supports a charity	1,172	34.0%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	376	10.9%	98
Bought hardcover book in last 12 months	820	23.8%	106
Bought paperback book in last 12 month	1,167	33.9%	100
Read any daily newspaper (paper version)	882	25.6%	91
Read any digital newspaper in last 30 days	1,090	31.7%	101
Read any magazine (paper/electronic version) in last 6 months	3,117	90.5%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,765	80.3%	106
Went to family restaurant/steak house: 4+ times a month	1,122	32.6%	113
Went to fast food/drive-in restaurant in last 6 months	3,181	92.4%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,578	45.8%	113
Fast food/drive-in last 6 months: eat in	1,386	40.3%	111
Fast food/drive-in last 6 months: home delivery	331	9.6%	122
Fast food/drive-in last 6 months: take-out/drive-thru	1,893	55.0%	117
Fast food/drive-in last 6 months: take-out/walk-in	703	20.4%	104
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	658	19.1%	90
Own any portable MP3 player	1,238	36.0%	107
HH owns 1 TV	342	17.7%	88
HH owns 2 TVs	489	25.3%	96
HH owns 3 TVs	448	23.2%	108
HH owns 4+ TVs	413	21.3%	108
HH subscribes to cable TV	923	47.7%	94
HH subscribes to fiber optic	90	4.7%	70
HH has satellite dish	568	29.4%	115
HH owns DVD/Blu-ray player	1,262	65.2%	105
HH owns camcorder	317	16.4%	105
HH owns portable GPS navigation device	552	28.5%	103
HH purchased video game system in last 12 mos	160	8.3%	90
HH owns Internet video device for TV	67	3.5%	79
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,754	50.9%	101
Took 3+ domestic non-business trips in last 12 months	411	11.9%	96
Spent on domestic vacations in last 12 months: <\$1,000	369	10.7%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	192	5.6%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	145	4.2%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	139	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	151	4.4%	80
Domestic travel in the 12 months: used general travel website	205	6.0%	85
Foreign travel in last 3 years	625	18.2%	76
Took 3+ foreign trips by plane in last 3 years	100	2.9%	66
Spent on foreign vacations in last 12 months: <\$1,000	127	3.7%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	104	3.0%	99
Spent on foreign vacations in last 12 months: \$3,000+	121	3.5%	71
Foreign travel in last 3 years: used general travel website	137	4.0%	73
Nights spent in hotel/motel in last 12 months: any	1,484	43.1%	104
Took cruise of more than one day in last 3 years	270	7.8%	90
Member of any frequent flyer program	454	13.2%	79
Member of any hotel rewards program	415	12.1%	85

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# Retail Market Potential

Osceola, Wisconsin, United States  
 Drive Time: 15 minute radius

Joel West, Village Administrator

Latitude: 45.32052  
 Longitude: -92.70493

Demographic Summary	2015	2020
Population	13,050	13,158
Population 18+	9,856	9,994
Households	5,235	5,305
Median Household Income	\$62,706	\$72,353

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	4,950	50.2%	104
Bought any women's clothing in last 12 months	4,626	46.9%	105
Bought clothing for child <13 years in last 6 months	3,111	31.6%	113
Bought any shoes in last 12 months	5,495	55.8%	102
Bought costume jewelry in last 12 months	2,112	21.4%	107
Bought any fine jewelry in last 12 months	1,837	18.6%	96
Bought a watch in last 12 months	1,103	11.2%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,777	91.3%	107
HH bought/leased new vehicle last 12 mo	520	9.9%	115
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	9,045	91.8%	108
Bought/changed motor oil in last 12 months	5,541	56.2%	113
Had tune-up in last 12 months	3,161	32.1%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,421	65.1%	99
Drank regular cola in last 6 months	4,532	46.0%	100
Drank beer/ale in last 6 months	4,175	42.4%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	3,619	36.7%	114
Own digital single-lens reflex (SLR) camera	886	9.0%	104
Bought any camera in last 12 months	715	7.3%	100
Bought memory card for camera in last 12 months	632	6.4%	111
Printed digital photos in last 12 months	356	3.6%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,713	37.7%	103
Have a smartphone	5,010	50.8%	104
Have an iPhone	1,819	18.5%	99
Number of cell phones in household: 1	1,439	27.5%	86
Number of cell phones in household: 2	2,061	39.4%	107
Number of cell phones in household: 3+	1,423	27.2%	108
HH has cell phone only (no landline telephone)	1,935	37.0%	98
<b>Computers (Households)</b>			
HH owns a computer	4,212	80.5%	105
HH owns desktop computer	2,809	53.7%	110
HH owns laptop/notebook	2,745	52.4%	103
Spent <\$500 on most recent home computer	797	15.2%	108
Spent \$500-\$999 on most recent home computer	1,174	22.4%	111
Spent \$1,000-\$1,499 on most recent home computer	571	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	217	4.1%	90
Spent \$2,000+ on most recent home computer	207	4.0%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	6,441	65.4%	108
Bought brewed coffee at convenience store in last 30 days	1,568	15.9%	104
Bought cigarettes at convenience store in last 30 days	1,496	15.2%	116
Bought gas at convenience store in last 30 days	3,986	40.4%	122
Spent at convenience store in last 30 days: <\$20	794	8.1%	98
Spent at convenience store in last 30 days: \$20-\$39	889	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	792	8.0%	105
Spent at convenience store in last 30 days: \$51-\$99	558	5.7%	124
Spent at convenience store in last 30 days: \$100+	2,727	27.7%	120
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,058	61.5%	102
Went to live theater in last 12 months	1,167	11.8%	94
Went to a bar/night club in last 12 months	1,697	17.2%	101
Dined out in last 12 months	5,017	50.9%	113
Gambled at a casino in last 12 months	1,470	14.9%	101
Visited a theme park in last 12 months	1,777	18.0%	100
Viewed movie (video-on-demand) in last 30 days	1,507	15.3%	98
Viewed TV show (video-on-demand) in last 30 days	1,150	11.7%	95
Watched any pay-per-view TV in last 12 months	1,377	14.0%	107
Downloaded a movie over the Internet in last 30 days	586	5.9%	90
Downloaded any individual song in last 6 months	2,182	22.1%	108
Watched a movie online in the last 30 days	1,143	11.6%	85
Watched a TV program online in last 30 days	1,218	12.4%	92
Played a video/electronic game (console) in last 12 months	1,182	12.0%	105
Played a video/electronic game (portable) in last 12 months	421	4.3%	95
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,995	40.5%	128
Used ATM/cash machine in last 12 months	5,177	52.5%	108
Own any stock	757	7.7%	98
Own U.S. savings bond	546	5.5%	96
Own shares in mutual fund (stock)	763	7.7%	103
Own shares in mutual fund (bonds)	459	4.7%	95
Have interest checking account	3,144	31.9%	110
Have non-interest checking account	3,102	31.5%	111
Have savings account	5,823	59.1%	110
Have 401K retirement savings plan	1,735	17.6%	119
Own/used any credit/debit card in last 12 months	7,768	78.8%	107
Avg monthly credit card expenditures: <\$111	1,331	13.5%	114
Avg monthly credit card expenditures: \$111-\$225	729	7.4%	114
Avg monthly credit card expenditures: \$226-\$450	597	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	564	5.7%	105
Avg monthly credit card expenditures: \$701-\$1,000	405	4.1%	95
Avg monthly credit card expenditures: \$1,001+	792	8.0%	88
Did banking online in last 12 months	4,081	41.4%	118
Did banking on mobile device in last 12 months	1,209	12.3%	118
Paid bills online in last 12 months	4,582	46.5%	111

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	7,360	74.7%	104
Used bread in last 6 months	9,517	96.6%	102
Used chicken (fresh or frozen) in last 6 mos	7,242	73.5%	103
Used turkey (fresh or frozen) in last 6 mos	1,954	19.8%	108
Used fish/seafood (fresh or frozen) in last 6 months	5,564	56.5%	101
Used fresh fruit/vegetables in last 6 months	8,740	88.7%	102
Used fresh milk in last 6 months	9,086	92.2%	102
Used organic food in last 6 months	1,568	15.9%	81
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,911	29.5%	103
Exercise at club 2+ times per week	1,259	12.8%	99
Visited a doctor in last 12 months	7,631	77.4%	102
Used vitamin/dietary supplement in last 6 months	5,195	52.7%	98
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,619	30.9%	112
Used housekeeper/maid/professional HH cleaning service in last 12	593	11.3%	87
Purchased low ticket HH furnishings in last 12 months	857	16.4%	105
Purchased big ticket HH furnishings in last 12 months	1,153	22.0%	105
Purchased bedding/bath goods in last 12 months	2,843	54.3%	102
Purchased cooking/serving product in last 12 months	1,282	24.5%	101
Bought any small kitchen appliance in last 12 months	1,147	21.9%	98
Bought any large kitchen appliance in last 12 months	731	14.0%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	4,938	50.1%	115
Carry medical/hospital/accident insurance	6,595	66.9%	104
Carry homeowner insurance	5,730	58.1%	122
Carry renter's insurance	696	7.1%	95
Have auto insurance: 1 vehicle in household covered	1,408	26.9%	86
Have auto insurance: 2 vehicles in household covered	1,654	31.6%	113
Have auto insurance: 3+ vehicles in household covered	1,498	28.6%	130
<b>Pets (Households)</b>			
Household owns any pet	3,212	61.4%	115
Household owns any cat	1,422	27.2%	119
Household owns any dog	2,492	47.6%	120
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,628	47.0%	109
Usually buy items on credit rather than wait	1,024	10.4%	91
Usually buy based on quality - not price	1,706	17.3%	97
Price is usually more important than brand name	2,815	28.6%	104
Usually use coupons for brands I buy often	1,885	19.1%	101
Am interested in how to help the environment	1,538	15.6%	93
Usually pay more for environ safe product	1,004	10.2%	81
Usually value green products over convenience	808	8.2%	81
Likely to buy a brand that supports a charity	3,401	34.5%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,153	11.7%	105
Bought hardcover book in last 12 months	2,391	24.3%	108
Bought paperback book in last 12 month	3,451	35.0%	103
Read any daily newspaper (paper version)	2,718	27.6%	98
Read any digital newspaper in last 30 days	3,124	31.7%	101
Read any magazine (paper/electronic version) in last 6 months	8,982	91.1%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	8,012	81.3%	108
Went to family restaurant/steak house: 4+ times a month	3,234	32.8%	114
Went to fast food/drive-in restaurant in last 6 months	9,148	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	4,436	45.0%	111
Fast food/drive-in last 6 months: eat in	4,015	40.7%	112
Fast food/drive-in last 6 months: home delivery	889	9.0%	115
Fast food/drive-in last 6 months: take-out/drive-thru	5,405	54.8%	117
Fast food/drive-in last 6 months: take-out/walk-in	2,023	20.5%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	2,059	20.9%	99
Own any portable MP3 player	3,561	36.1%	108
HH owns 1 TV	870	16.6%	82
HH owns 2 TVs	1,370	26.2%	99
HH owns 3 TVs	1,213	23.2%	108
HH owns 4+ TVs	1,205	23.0%	117
HH subscribes to cable TV	2,522	48.2%	95
HH subscribes to fiber optic	241	4.6%	69
HH has satellite dish	1,616	30.9%	121
HH owns DVD/Blu-ray player	3,474	66.4%	107
HH owns camcorder	927	17.7%	113
HH owns portable GPS navigation device	1,677	32.0%	116
HH purchased video game system in last 12 mos	421	8.0%	87
HH owns Internet video device for TV	197	3.8%	86
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,373	54.5%	109
Took 3+ domestic non-business trips in last 12 months	1,332	13.5%	109
Spent on domestic vacations in last 12 months: <\$1,000	1,112	11.3%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	605	6.1%	102
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	435	4.4%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	452	4.6%	120
Spent on domestic vacations in last 12 months: \$3,000+	555	5.6%	103
Domestic travel in the 12 months: used general travel website	652	6.6%	94
Foreign travel in last 3 years	2,064	20.9%	88
Took 3+ foreign trips by plane in last 3 years	306	3.1%	71
Spent on foreign vacations in last 12 months: <\$1,000	392	4.0%	95
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	293	3.0%	98
Spent on foreign vacations in last 12 months: \$3,000+	396	4.0%	81
Foreign travel in last 3 years: used general travel website	466	4.7%	86
Nights spent in hotel/motel in last 12 months: any	4,520	45.9%	111
Took cruise of more than one day in last 3 years	899	9.1%	104
Member of any frequent flyer program	1,510	15.3%	92
Member of any hotel rewards program	1,423	14.4%	102

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