



Retail MarketPlace Profile

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

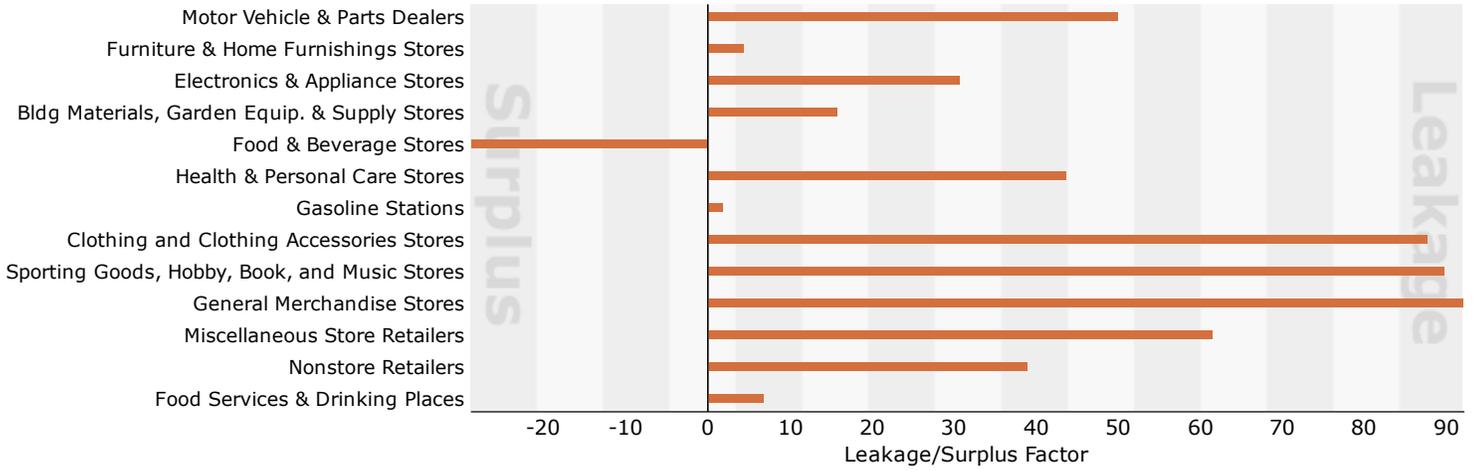
Prepared by Esri

Summary Demographics						
2019 Population						8,889
2019 Households						3,520
2019 Median Disposable Income						\$63,303
2019 Per Capita Income						\$42,235
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$158,332,114	\$101,840,734	\$56,491,380	21.7	55
Total Retail Trade	44-45	\$142,680,332	\$88,246,632	\$54,433,700	23.6	39
Total Food & Drink	722	\$15,651,782	\$13,594,102	\$2,057,680	7.0	16
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$30,452,698	\$10,107,490	\$20,345,208	50.2	3
Automobile Dealers	4411	\$24,067,277	\$0	\$24,067,277	100.0	0
Other Motor Vehicle Dealers	4412	\$3,925,684	\$9,357,249	-\$5,431,565	-40.9	2
Auto Parts, Accessories & Tire Stores	4413	\$2,459,737	\$750,241	\$1,709,496	53.3	1
Furniture & Home Furnishings Stores	442	\$4,792,384	\$4,379,205	\$413,179	4.5	5
Furniture Stores	4421	\$2,821,909	\$2,247,480	\$574,429	11.3	1
Home Furnishings Stores	4422	\$1,970,475	\$2,131,725	-\$161,250	-3.9	4
Electronics & Appliance Stores	443	\$4,802,807	\$2,541,221	\$2,261,586	30.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,946,374	\$7,221,933	\$2,724,441	15.9	7
Bldg Material & Supplies Dealers	4441	\$8,988,911	\$7,221,933	\$1,766,978	10.9	7
Lawn & Garden Equip & Supply Stores	4442	\$957,463	\$0	\$957,463	100.0	0
Food & Beverage Stores	445	\$21,981,306	\$39,831,952	-\$17,850,646	-28.9	6
Grocery Stores	4451	\$19,123,497	\$32,430,432	-\$13,306,935	-25.8	2
Specialty Food Stores	4452	\$1,581,151	\$6,046,587	-\$4,465,436	-58.5	2
Beer, Wine & Liquor Stores	4453	\$1,276,658	\$1,354,933	-\$78,275	-3.0	2
Health & Personal Care Stores	446,4461	\$8,878,240	\$3,472,453	\$5,405,787	43.8	3
Gasoline Stations	447,4471	\$16,564,568	\$15,921,412	\$643,156	2.0	3
Clothing & Clothing Accessories Stores	448	\$6,313,835	\$408,511	\$5,905,324	87.8	1
Clothing Stores	4481	\$4,073,345	\$0	\$4,073,345	100.0	0
Shoe Stores	4482	\$918,161	\$0	\$918,161	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,322,329	\$408,511	\$913,818	52.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,760,993	\$201,032	\$3,559,961	89.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,175,600	\$0	\$3,175,600	100.0	0
Book, Periodical & Music Stores	4512	\$585,393	\$201,032	\$384,361	48.9	1
General Merchandise Stores	452	\$25,500,733	\$1,029,327	\$24,471,406	92.2	2
Department Stores Excluding Leased Depts.	4521	\$19,463,513	\$0	\$19,463,513	100.0	0
Other General Merchandise Stores	4529	\$6,037,220	\$1,029,327	\$5,007,893	70.9	2
Miscellaneous Store Retailers	453	\$5,546,764	\$1,318,582	\$4,228,182	61.6	3
Florists	4531	\$272,501	\$331,585	-\$59,084	-9.8	2
Office Supplies, Stationery & Gift Stores	4532	\$1,329,012	\$0	\$1,329,012	100.0	0
Used Merchandise Stores	4533	\$1,280,249	\$0	\$1,280,249	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,665,002	\$986,997	\$1,678,005	45.9	1
Nonstore Retailers	454	\$4,139,630	\$1,813,514	\$2,326,116	39.1	3
Electronic Shopping & Mail-Order Houses	4541	\$3,419,529	\$921,228	\$2,498,301	57.6	1
Vending Machine Operators	4542	\$302,203	\$0	\$302,203	100.0	0
Direct Selling Establishments	4543	\$417,898	\$892,286	-\$474,388	-36.2	2
Food Services & Drinking Places	722	\$15,651,782	\$13,594,102	\$2,057,680	7.0	16
Special Food Services	7223	\$386,651	\$0	\$386,651	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,144,939	\$764,947	\$379,992	19.9	2
Restaurants/Other Eating Places	7225	\$14,120,192	\$12,829,155	\$1,291,037	4.8	14

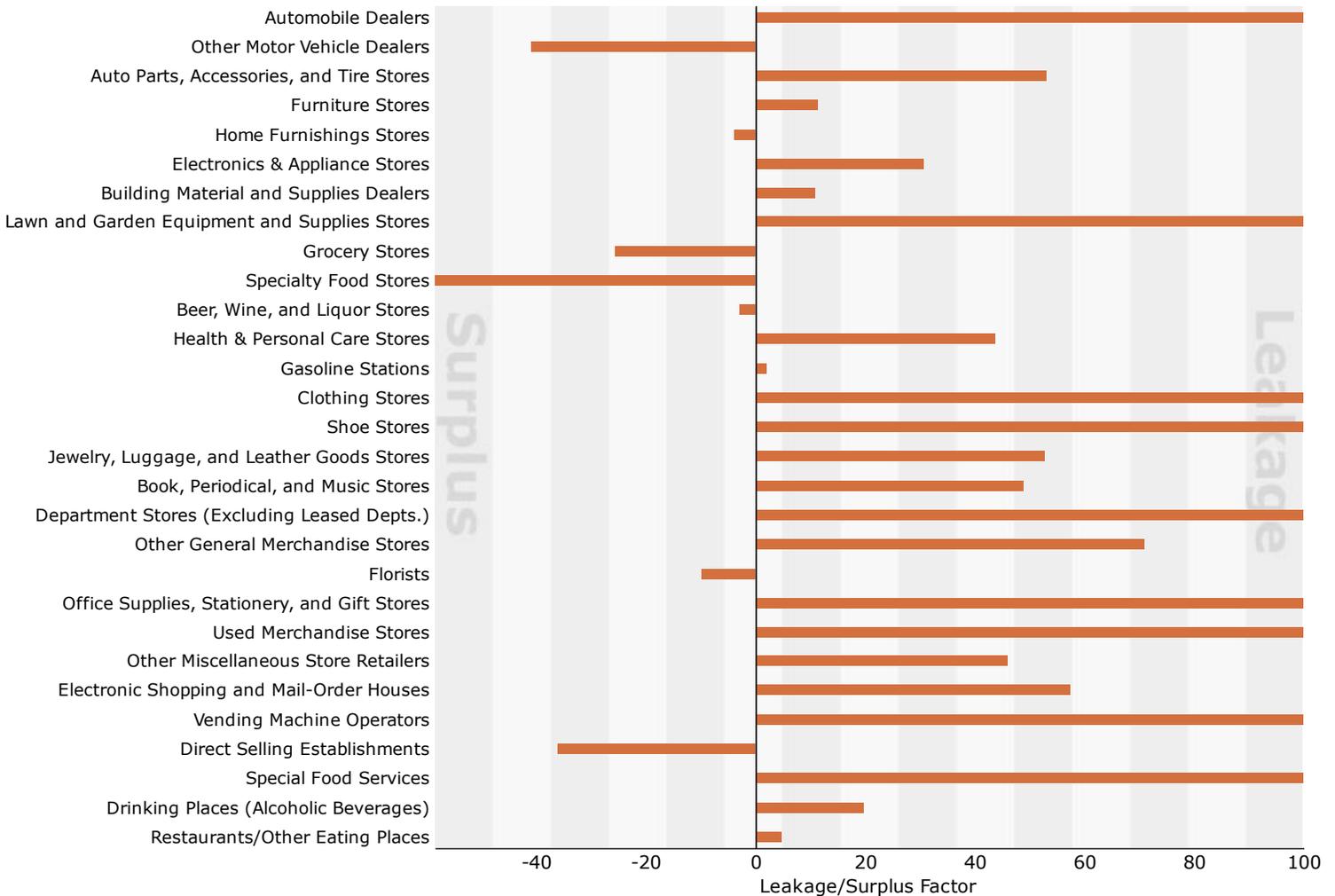
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Goods and Services Expenditures

McFarland Village, WI
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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Soccer Moms (4A)	48.9%	Population	8,889	9,509
In Style (5B)	28.8%	Households	3,520	3,774
Old and Newcomers (8F)	17.7%	Families	2,509	2,682
Up and Coming Families (7A)	2.8%	Median Age	41.5	41.9
Emerald City (8B)	0.9%	Median Household Income	\$85,224	\$100,686
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		121	\$2,593.01	\$9,127,384
Men's		120	\$496.10	\$1,746,270
Women's		121	\$873.03	\$3,073,051
Children's		125	\$402.89	\$1,418,189
Footwear		118	\$567.54	\$1,997,742
Watches & Jewelry		126	\$174.11	\$612,857
Apparel Products and Services (1)		119	\$79.34	\$279,275
Computer				
Computers and Hardware for Home Use		124	\$205.78	\$724,355
Portable Memory		121	\$5.42	\$19,073
Computer Software		120	\$12.12	\$42,656
Computer Accessories		127	\$24.05	\$84,646
Entertainment & Recreation		122	\$3,973.84	\$13,987,915
Fees and Admissions		128	\$911.07	\$3,206,951
Membership Fees for Clubs (2)		126	\$296.99	\$1,045,406
Fees for Participant Sports, excl. Trips		134	\$144.11	\$507,270
Tickets to Theatre/Operas/Concerts		124	\$93.38	\$328,681
Tickets to Movies		125	\$68.72	\$241,901
Tickets to Parks or Museums		121	\$39.02	\$137,352
Admission to Sporting Events, excl. Trips		128	\$80.88	\$284,703
Fees for Recreational Lessons		130	\$187.13	\$658,698
Dating Services		119	\$0.83	\$2,938
TV/Video/Audio		119	\$1,454.33	\$5,119,252
Cable and Satellite Television Services		117	\$1,025.44	\$3,609,551
Televisions		121	\$131.37	\$462,405
Satellite Dishes		118	\$1.85	\$6,519
VCRs, Video Cameras, and DVD Players		132	\$7.60	\$26,766
Miscellaneous Video Equipment		134	\$33.96	\$119,553
Video Cassettes and DVDs		128	\$14.71	\$51,780
Video Game Hardware/Accessories		123	\$34.24	\$120,538
Video Game Software		123	\$18.70	\$65,816
Rental/Streaming/Downloaded Video		129	\$60.48	\$212,880
Installation of Televisions		130	\$1.48	\$5,197
Audio (3)		124	\$120.85	\$425,377
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.66	\$12,869
Pets		118	\$782.86	\$2,755,680
Toys/Games/Crafts/Hobbies (4)		125	\$147.98	\$520,896
Recreational Vehicles and Fees (5)		112	\$178.18	\$627,189
Sports/Recreation/Exercise Equipment (6)		131	\$270.33	\$951,545
Photo Equipment and Supplies (7)		129	\$67.39	\$237,208
Reading (8)		122	\$130.33	\$458,744
Catered Affairs (9)		118	\$31.38	\$110,450
Food		120	\$10,651.21	\$37,492,246
Food at Home		119	\$6,167.44	\$21,709,396
Bakery and Cereal Products		120	\$811.55	\$2,856,667
Meats, Poultry, Fish, and Eggs		117	\$1,341.71	\$4,722,804
Dairy Products		119	\$636.89	\$2,241,846
Fruits and Vegetables		119	\$1,215.48	\$4,278,486
Snacks and Other Food at Home (10)		120	\$2,161.82	\$7,609,594
Food Away from Home		122	\$4,483.76	\$15,782,850
Alcoholic Beverages		123	\$711.88	\$2,505,835

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	130	\$27,867.00	\$98,091,850
Value of Retirement Plans	131	\$125,181.75	\$440,639,776
Value of Other Financial Assets	118	\$6,692.73	\$23,558,418
Vehicle Loan Amount excluding Interest	124	\$3,553.40	\$12,507,954
Value of Credit Card Debt	125	\$3,045.99	\$10,721,878
Health			
Nonprescription Drugs	122	\$175.11	\$616,393
Prescription Drugs	121	\$441.89	\$1,555,444
Eyeglasses and Contact Lenses	123	\$111.50	\$392,497
Home			
Mortgage Payment and Basics (11)	128	\$12,863.18	\$45,278,407
Maintenance and Remodeling Services	129	\$2,761.36	\$9,719,988
Maintenance and Remodeling Materials (12)	127	\$619.50	\$2,180,625
Utilities, Fuel, and Public Services	118	\$5,753.30	\$20,251,630
Household Furnishings and Equipment			
Household Textiles (13)	123	\$123.49	\$434,698
Furniture	125	\$764.34	\$2,690,472
Rugs	141	\$45.74	\$161,014
Major Appliances (14)	125	\$442.43	\$1,557,361
Housewares (15)	124	\$132.04	\$464,774
Small Appliances	119	\$57.89	\$203,757
Luggage	125	\$17.53	\$61,689
Telephones and Accessories	123	\$92.96	\$327,209
Household Operations			
Child Care	129	\$655.67	\$2,307,962
Lawn and Garden (16)	123	\$577.91	\$2,034,235
Moving/Storage/Freight Express	126	\$83.90	\$295,330
Housekeeping Supplies (17)	121	\$907.12	\$3,193,073
Insurance			
Owners and Renters Insurance	124	\$721.30	\$2,538,959
Vehicle Insurance	118	\$1,832.44	\$6,450,173
Life/Other Insurance	124	\$573.72	\$2,019,486
Health Insurance	122	\$4,780.68	\$16,827,989
Personal Care Products (18)	124	\$620.11	\$2,182,787
School Books and Supplies (19)	121	\$188.50	\$663,525
Smoking Products	108	\$437.06	\$1,538,435
Transportation			
Payments on Vehicles excluding Leases	123	\$3,123.07	\$10,993,200
Gasoline and Motor Oil	118	\$2,706.89	\$9,528,252
Vehicle Maintenance and Repairs	126	\$1,437.28	\$5,059,237
Travel			
Airline Fares	123	\$673.98	\$2,372,413
Lodging on Trips	124	\$771.92	\$2,717,166
Auto/Truck Rental on Trips	129	\$33.86	\$119,192
Food and Drink on Trips	125	\$674.40	\$2,373,887

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 10, 2019



Retail Demand Outlook

McFarland Village, WI
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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Soccer Moms (4A)	48.9%	Population	8,889	9,509
In Style (5B)	28.8%	Households	3,520	3,774
Old and Newcomers (8F)	17.7%	Families	2,509	2,682
Up and Coming Families (7A)	2.8%	Median Age	41.5	41.9
Emerald City (8B)	0.9%	Median Household Income	\$85,224	\$100,686
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,127,384	\$11,305,734	\$2,178,350
Men's		\$1,746,270	\$2,162,625	\$416,355
Women's		\$3,073,051	\$3,805,647	\$732,596
Children's		\$1,418,189	\$1,757,855	\$339,666
Footwear		\$1,997,742	\$2,474,433	\$476,691
Watches & Jewelry		\$612,857	\$759,281	\$146,424
Apparel Products and Services (1)		\$279,275	\$345,893	\$66,618
Computer				
Computers and Hardware for Home Use		\$724,355	\$897,067	\$172,712
Portable Memory		\$19,073	\$23,629	\$4,556
Computer Software		\$42,656	\$52,812	\$10,156
Computer Accessories		\$84,646	\$104,843	\$20,197
Entertainment & Recreation		\$13,987,915	\$17,323,229	\$3,335,314
Fees and Admissions		\$3,206,951	\$3,972,778	\$765,827
Membership Fees for Clubs (2)		\$1,045,406	\$1,294,701	\$249,295
Fees for Participant Sports, excl. Trips		\$507,270	\$628,587	\$121,317
Tickets to Theatre/Operas/Concerts		\$328,681	\$406,884	\$78,203
Tickets to Movies		\$241,901	\$299,722	\$57,821
Tickets to Parks or Museums		\$137,352	\$170,169	\$32,817
Admission to Sporting Events, excl. Trips		\$284,703	\$352,633	\$67,930
Fees for Recreational Lessons		\$658,698	\$816,448	\$157,750
Dating Services		\$2,938	\$3,635	\$697
TV/Video/Audio		\$5,119,252	\$6,338,837	\$1,219,585
Cable and Satellite Television Services		\$3,609,551	\$4,468,947	\$859,396
Televisions		\$462,405	\$572,656	\$110,251
Satellite Dishes		\$6,519	\$8,082	\$1,563
VCRs, Video Cameras, and DVD Players		\$26,766	\$33,161	\$6,395
Miscellaneous Video Equipment		\$119,553	\$148,143	\$28,590
Video Cassettes and DVDs		\$51,780	\$64,139	\$12,359
Video Game Hardware/Accessories		\$120,538	\$149,282	\$28,744
Video Game Software		\$65,816	\$81,503	\$15,687
Rental/Streaming/Downloaded Video		\$212,880	\$263,657	\$50,777
Installation of Televisions		\$5,197	\$6,437	\$1,240
Audio (3)		\$425,377	\$526,898	\$101,521
Rental and Repair of TV/Radio/Sound Equipment		\$12,869	15,931	\$3,062
Pets		\$2,755,680	\$3,412,045	\$656,365
Toys/Games/Crafts/Hobbies (4)		\$520,896	\$645,274	\$124,378
Recreational Vehicles and Fees (5)		\$627,189	\$776,512	\$149,323
Sports/Recreation/Exercise Equipment (6)		\$951,545	\$1,179,320	\$227,775
Photo Equipment and Supplies (7)		\$237,208	\$293,837	\$56,629
Reading (8)		\$458,744	\$567,915	\$109,171
Catered Affairs (9)		\$110,450	136,710	\$26,260
Food		\$37,492,246	\$46,434,538	\$8,942,292
Food at Home		\$21,709,396	\$26,884,924	\$5,175,528
Bakery and Cereal Products		\$2,856,667	\$3,537,686	\$681,019
Meats, Poultry, Fish, and Eggs		\$4,722,804	\$5,848,565	\$1,125,761
Dairy Products		\$2,241,846	\$2,776,167	\$534,321
Fruits and Vegetables		\$4,278,486	\$5,298,662	\$1,020,176
Snacks and Other Food at Home (10)		\$7,609,594	\$9,423,844	\$1,814,250
Food Away from Home		\$15,782,850	\$19,549,614	\$3,766,764
Alcoholic Beverages		\$2,505,835	\$3,103,077	\$597,242

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$98,091,850	\$121,396,561	\$23,304,711
Value of Retirement Plans	\$440,639,776	\$545,599,556	\$104,959,780
Value of Other Financial Assets	\$23,558,418	\$29,147,562	\$5,589,144
Vehicle Loan Amount excluding Interest	\$12,507,954	\$15,499,151	\$2,991,197
Value of Credit Card Debt	\$10,721,878	\$13,280,665	\$2,558,787
Health			
Nonprescription Drugs	\$616,393	\$763,190	\$146,797
Prescription Drugs	\$1,555,444	\$1,925,551	\$370,107
Eyeglasses and Contact Lenses	\$392,497	\$486,004	\$93,507
Home			
Mortgage Payment and Basics (11)	\$45,278,407	\$56,112,580	\$10,834,173
Maintenance and Remodeling Services	\$9,719,988	\$12,044,181	\$2,324,193
Maintenance and Remodeling Materials (12)	\$2,180,625	\$2,701,616	\$520,991
Utilities, Fuel, and Public Services	\$20,251,630	\$25,079,042	\$4,827,412
Household Furnishings and Equipment			
Household Textiles (13)	\$434,698	\$538,340	\$103,642
Furniture	\$2,690,472	\$3,332,437	\$641,965
Rugs	\$161,014	\$199,346	\$38,332
Major Appliances (14)	\$1,557,361	\$1,929,225	\$371,864
Housewares (15)	\$464,774	\$575,624	\$110,850
Small Appliances	\$203,757	\$252,279	\$48,522
Luggage	\$61,689	\$76,423	\$14,734
Telephones and Accessories	\$327,209	\$405,327	\$78,118
Household Operations			
Child Care	\$2,307,962	\$2,861,170	\$553,208
Lawn and Garden (16)	\$2,034,235	\$2,519,507	\$485,272
Moving/Storage/Freight Express	\$295,330	\$365,708	\$70,378
Housekeeping Supplies (17)	\$3,193,073	\$3,954,527	\$761,454
Insurance			
Owners and Renters Insurance	\$2,538,959	\$3,145,152	\$606,193
Vehicle Insurance	\$6,450,173	\$7,988,011	\$1,537,838
Life/Other Insurance	\$2,019,486	\$2,501,050	\$481,564
Health Insurance	\$16,827,989	\$20,838,016	\$4,010,027
Personal Care Products (18)	\$2,182,787	\$2,703,751	\$520,964
School Books and Supplies (19)	\$663,525	\$821,948	\$158,423
Smoking Products	\$1,538,435	\$1,903,471	\$365,036
Transportation			
Payments on Vehicles excluding Leases	\$10,993,200	\$13,620,236	\$2,627,036
Gasoline and Motor Oil	\$9,528,252	\$11,801,807	\$2,273,555
Vehicle Maintenance and Repairs	\$5,059,237	\$6,262,617	\$1,203,380
Travel			
Airline Fares	\$2,372,413	\$2,938,496	\$566,083
Lodging on Trips	\$2,717,166	\$3,365,335	\$648,169
Auto/Truck Rental on Trips	\$119,192	\$147,628	\$28,436
Food and Drink on Trips	\$2,373,887	\$2,940,249	\$566,362

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Market Potential

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024
Population		8,889	9,509
Population 18+		6,867	7,409
Households		3,520	3,774
Median Household Income		\$85,224	\$100,686

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,534	51.5%	109
Bought any women's clothing in last 12 months	3,140	45.7%	107
Bought clothing for child <13 years in last 6 months	1,916	27.9%	105
Bought any shoes in last 12 months	3,925	57.2%	109
Bought costume jewelry in last 12 months	1,268	18.5%	106
Bought any fine jewelry in last 12 months	1,136	16.5%	93
Bought a watch in last 12 months	1,109	16.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	3,297	93.7%	109
HH bought/leased new vehicle last 12 months	430	12.2%	124
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,307	91.8%	107
Bought/changed motor oil in last 12 months	3,284	47.8%	101
Had tune-up in last 12 months	1,815	26.4%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,916	71.6%	100
Drank regular cola in last 6 months	2,876	41.9%	94
Drank beer/ale in last 6 months	3,192	46.5%	110
Cameras (Adults)			
Own digital point & shoot camera/camcorder	918	13.4%	134
Own digital SLR camera/camcorder	747	10.9%	138
Printed digital photos in last 12 months	2,029	29.5%	129
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,299	33.5%	97
Have a smartphone	6,096	88.8%	106
Have a smartphone: Android phone (any brand)	2,588	37.7%	93
Have a smartphone: Apple iPhone	3,433	50.0%	119
Number of cell phones in household: 1	821	23.3%	77
Number of cell phones in household: 2	1,497	42.5%	110
Number of cell phones in household: 3+	1,139	32.4%	115
HH has cell phone only (no landline telephone)	1,915	54.4%	97
Computers (Households)			
HH owns a computer	2,934	83.4%	113
HH owns desktop computer	1,499	42.6%	115
HH owns laptop/notebook	2,298	65.3%	115
HH owns any Apple/Mac brand computer	717	20.4%	113
HH owns any PC/non-Apple brand computer	2,462	69.9%	114
HH purchased most recent computer in a store	1,467	41.7%	115
HH purchased most recent computer online	550	15.6%	115
Spent <\$1-499 on most recent home computer	557	15.8%	108
Spent \$500-\$999 on most recent home computer	750	21.3%	127
Spent \$1,000-\$1,499 on most recent home computer	396	11.2%	117
Spent \$1,500-\$1,999 on most recent home computer	185	5.3%	119
Spent \$2,000+ on most recent home computer	137	3.9%	98

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 2019 and 2024.



Retail Market Potential

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,484	65.3%	103
Bought brewed coffee at convenience store in last 30 days	943	13.7%	99
Bought cigarettes at convenience store in last 30 days	601	8.8%	81
Bought gas at convenience store in last 30 days	2,920	42.5%	114
Spent at convenience store in last 30 days: <\$1-19	512	7.5%	108
Spent at convenience store in last 30 days: \$20-\$39	630	9.2%	97
Spent at convenience store in last 30 days: \$40-\$50	603	8.8%	106
Spent at convenience store in last 30 days: \$51-\$99	409	6.0%	108
Spent at convenience store in last 30 days: \$100+	1,678	24.4%	110
Entertainment (Adults)			
Attended a movie in last 6 months	4,417	64.3%	110
Went to live theater in last 12 months	844	12.3%	112
Went to a bar/night club in last 12 months	1,383	20.1%	117
Dined out in last 12 months	4,192	61.0%	117
Gambled at a casino in last 12 months	986	14.4%	109
Visited a theme park in last 12 months	1,363	19.8%	105
Viewed movie (video-on-demand) in last 30 days	1,591	23.2%	132
Viewed TV show (video-on-demand) in last 30 days	1,106	16.1%	127
Watched any pay-per-view TV in last 12 months	747	10.9%	111
Downloaded a movie over the Internet in last 30 days	667	9.7%	101
Downloaded any individual song in last 6 months	1,475	21.5%	113
Watched a movie online in the last 30 days	1,890	27.5%	102
Watched a TV program online in last 30 days	1,444	21.0%	110
Played a video/electronic game (console) in last 12 months	640	9.3%	105
Played a video/electronic game (portable) in last 12 months	333	4.8%	104
Financial (Adults)			
Have home mortgage (1st)	3,015	43.9%	141
Used ATM/cash machine in last 12 months	4,212	61.3%	116
Own any stock	634	9.2%	129
Own U.S. savings bond	343	5.0%	114
Own shares in mutual fund (stock)	638	9.3%	130
Own shares in mutual fund (bonds)	480	7.0%	146
Have interest checking account	2,506	36.5%	127
Have non-interest checking account	2,104	30.6%	105
Have savings account	4,621	67.3%	117
Have 401K retirement savings plan	1,471	21.4%	133
Own/used any credit/debit card in last 12 months	5,880	85.6%	108
Avg monthly credit card expenditures: <\$1-110	932	13.6%	118
Avg monthly credit card expenditures: \$111-\$225	564	8.2%	112
Avg monthly credit card expenditures: \$226-\$450	504	7.3%	108
Avg monthly credit card expenditures: \$451-\$700	506	7.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	451	6.6%	117
Avg monthly credit card expenditures: \$1,001+	1,052	15.3%	132
Did banking online in last 12 months	3,491	50.8%	130
Did banking on mobile device in last 12 months	2,323	33.8%	131
Paid bills online in last 12 months	4,149	60.4%	120

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McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,488	70.7%	103
Used bread in last 6 months	3,293	93.6%	100
Used chicken (fresh or frozen) in last 6 months	2,548	72.4%	104
Used turkey (fresh or frozen) in last 6 months	563	16.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	1,951	55.4%	100
Used fresh fruit/vegetables in last 6 months	3,060	86.9%	101
Used fresh milk in last 6 months	3,031	86.1%	100
Used organic food in last 6 months	879	25.0%	105
Health (Adults)			
Exercise at home 2+ times per week	2,293	33.4%	122
Exercise at club 2+ times per week	1,297	18.9%	132
Visited a doctor in last 12 months	5,437	79.2%	103
Used vitamin/dietary supplement in last 6 months	3,891	56.7%	105
Home (Households)			
Did any home improvement in last 12 months	1,208	34.3%	124
Used any housekeeper/professional cleaning service in last 12 months	577	16.4%	112
Purchased low ticket HH furnishings in last 12 months	692	19.7%	115
Purchased big ticket HH furnishings in last 12 months	918	26.1%	117
Bought any small kitchen appliance in last 12 months	826	23.5%	105
Bought any large kitchen appliance in last 12 months	544	15.5%	111
Insurance (Adults/Households)			
Currently carry life insurance	3,614	52.6%	119
Carry medical/hospital/accident insurance	5,561	81.0%	108
Carry homeowner insurance	4,028	58.7%	124
Carry renter's insurance	553	8.1%	95
Have auto insurance: 1 vehicle in household covered	923	26.2%	85
Have auto insurance: 2 vehicles in household covered	1,200	34.1%	120
Have auto insurance: 3+ vehicles in household covered	1,024	29.1%	127
Pets (Households)			
Household owns any pet	2,155	61.2%	112
Household owns any cat	853	24.2%	106
Household owns any dog	1,646	46.8%	112
Psychographics (Adults)			
Buying American is important to me	2,771	40.4%	103
Usually buy items on credit rather than wait	966	14.1%	107
Usually buy based on quality - not price	1,333	19.4%	102
Price is usually more important than brand name	1,887	27.5%	100
Usually use coupons for brands I buy often	1,208	17.6%	102
Am interested in how to help the environment	1,250	18.2%	94
Usually pay more for environ safe product	924	13.5%	95
Usually value green products over convenience	698	10.2%	90
Likely to buy a brand that supports a charity	2,501	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	1,155	16.8%	130
Bought hardcover book in last 12 months	1,602	23.3%	117
Bought paperback book in last 12 month	2,263	33.0%	116
Read any daily newspaper (paper version)	1,281	18.7%	101
Read any digital newspaper in last 30 days	3,104	45.2%	114
Read any magazine (paper/electronic version) in last 6 months	6,468	94.2%	104

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Retail Market Potential

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,549	80.8%	108
Went to family restaurant/steak house: 4+ times a month	2,034	29.6%	112
Went to fast food/drive-in restaurant in last 6 months	6,418	93.5%	103
Went to fast food/drive-in restaurant 9+ times/month	2,870	41.8%	106
Fast food restaurant last 6 months: eat in	2,739	39.9%	107
Fast food restaurant last 6 months: home delivery	578	8.4%	97
Fast food restaurant last 6 months: take-out/drive-thru	3,612	52.6%	112
Fast food restaurant last 6 months: take-out/walk-in	1,700	24.8%	119
Television & Electronics (Adults/Households)			
Own any tablet	3,951	57.5%	119
Own any e-reader	830	12.1%	145
Own e-reader/tablet: iPad	2,562	37.3%	132
HH has Internet connectable TV	1,255	35.7%	124
Own any portable MP3 player	1,481	21.6%	116
HH owns 1 TV	587	16.7%	79
HH owns 2 TVs	898	25.5%	95
HH owns 3 TVs	840	23.9%	114
HH owns 4+ TVs	811	23.0%	132
HH subscribes to cable TV	1,754	49.8%	114
HH subscribes to fiber optic	255	7.2%	103
HH owns portable GPS navigation device	979	27.8%	122
HH purchased video game system in last 12 months	279	7.9%	96
HH owns any Internet video device for TV	1,077	30.6%	127
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,460	64.9%	124
Took 3+ domestic non-business trips in last 12 months	1,118	16.3%	138
Spent on domestic vacations in last 12 months: <\$1-999	842	12.3%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	561	8.2%	130
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	354	5.2%	128
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	409	6.0%	143
Spent on domestic vacations in last 12 months: \$3,000+	573	8.3%	129
Domestic travel in last 12 months: used general travel website	596	8.7%	127
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,260	32.9%	120
Took 3+ foreign trips by plane in last 3 years	468	6.8%	125
Spent on foreign vacations in last 12 months: <\$1-999	387	5.6%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	263	3.8%	96
Spent on foreign vacations in last 12 months: \$3,000+	551	8.0%	127
Foreign travel in last 3 years: used general travel website	480	7.0%	122
Nights spent in hotel/motel in last 12 months: any	3,799	55.3%	124
Took cruise of more than one day in last 3 years	774	11.3%	127
Member of any frequent flyer program	1,639	23.9%	132
Member of any hotel rewards program	1,675	24.4%	135

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Restaurant Market Potential

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024	
Population		8,889	9,509	
Population 18+		6,867	7,409	
Households		3,520	3,774	
Median Household Income		\$85,224	\$100,686	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo		5,549	80.8%	108
Went to family restaurant/steak house 4+ times/mo		2,034	29.6%	112
Spent at family restaurant/30 days: <\$1-30		538	7.8%	97
Spent at family restaurant/30 days: \$31-50		855	12.5%	129
Spent at family restaurant/30 days: \$51-100		1,156	16.8%	113
Spent at family restaurant/30 days: \$101-200		882	12.8%	137
Family restaurant/steak house last 6 months: breakfast		1,066	15.5%	117
Family restaurant/steak house last 6 months: lunch		1,385	20.2%	104
Family restaurant/steak house last 6 months: dinner		3,688	53.7%	116
Family restaurant/steak house last 6 months: snack		102	1.5%	76
Family restaurant/steak house last 6 months: weekday		2,422	35.3%	116
Family restaurant/steak house last 6 months: weekend		3,252	47.4%	114
Fam rest/steak hse/6 months: Applebee`s		1,581	23.0%	105
Fam rest/steak hse/6 months: Bob Evans Farms		213	3.1%	100
Fam rest/steak hse/6 months: Buffalo Wild Wings		828	12.1%	115
Fam rest/steak hse/6 months: California Pizza Kitchen		162	2.4%	86
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		267	3.9%	135
Fam rest/steak hse/6 months: The Cheesecake Factory		534	7.8%	106
Fam rest/steak hse/6 months: Chili`s Grill & Bar		879	12.8%	118
Fam rest/steak hse/6 months: CiCi`s		178	2.6%	91
Fam rest/steak hse/6 months: Cracker Barrel		892	13.0%	119
Fam rest/steak hse/6 months: Denny`s		505	7.4%	87
Fam rest/steak hse/6 months: Golden Corral		453	6.6%	95
Fam rest/steak hse/6 months: IHOP		785	11.4%	114
Fam rest/steak hse/6 months: Logan`s Roadhouse		215	3.1%	99
Fam rest/steak hse/6 months: LongHorn Steakhouse		498	7.3%	140
Fam rest/steak hse/6 months: Olive Garden		1,426	20.8%	125
Fam rest/steak hse/6 months: Outback Steakhouse		745	10.8%	132
Fam rest/steak hse/6 months: Red Lobster		759	11.1%	114
Fam rest/steak hse/6 months: Red Robin		638	9.3%	134
Fam rest/steak hse/6 months: Ruby Tuesday		293	4.3%	92
Fam rest/steak hse/6 months: Texas Roadhouse		959	14.0%	141
Fam rest/steak hse/6 months: T.G.I. Friday`s		421	6.1%	112
Fam rest/steak hse/6 months: Waffle House		428	6.2%	108
Went to fast food/drive-in restaurant in last 6 months		6,418	93.5%	103
Went to fast food/drive-in restaurant 9+ times/month		2,870	41.8%	106
Spent at fast food restaurant/30 days: <\$1-10		367	5.3%	118
Spent at fast food restaurant/30 days: \$11-\$20		742	10.8%	100
Spent at fast food restaurant/30 days: \$21-\$40		1,131	16.5%	101
Spent at fast food restaurant/30 days: \$41-\$50		704	10.3%	117
Spent at fast food restaurant/30 days: \$51-\$100		1,257	18.3%	111
Spent at fast food restaurant/30 days: \$101-\$200		665	9.7%	118
Spent at fast food restaurant/30 days: \$201+		262	3.8%	124

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Restaurant Market Potential

McFarland Village, WI
 McFarland Village, WI (5546850)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	2,739	39.9%	107
Fast food/drive-in last 6 months: home delivery	578	8.4%	97
Fast food/drive-in last 6 months: take-out/drive-thru	3,612	52.6%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,700	24.8%	119
Fast food/drive-in last 6 months: breakfast	2,755	40.1%	113
Fast food/drive-in last 6 months: lunch	3,856	56.2%	112
Fast food/drive-in last 6 months: dinner	3,677	53.5%	115
Fast food/drive-in last 6 months: snack	818	11.9%	101
Fast food/drive-in last 6 months: weekday	4,550	66.3%	112
Fast food/drive-in last 6 months: weekend	3,619	52.7%	111
Fast food/drive-in last 6 months: A & W	227	3.3%	115
Fast food/drive-in last 6 months: Arby`s	1,508	22.0%	125
Fast food/drive-in last 6 months: Baskin-Robbins	240	3.5%	105
Fast food/drive-in last 6 months: Boston Market	143	2.1%	67
Fast food/drive-in last 6 months: Burger King	1,877	27.3%	92
Fast food/drive-in last 6 months: Captain D`s	220	3.2%	86
Fast food/drive-in last 6 months: Carl`s Jr.	321	4.7%	78
Fast food/drive-in last 6 months: Checkers	148	2.2%	65
Fast food/drive-in last 6 months: Chick-fil-A	2,196	32.0%	133
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,108	16.1%	129
Fast food/drive-in last 6 months: Chuck E. Cheese`s	190	2.8%	94
Fast food/drive-in last 6 months: Church`s Fr. Chicken	178	2.6%	73
Fast food/drive-in last 6 months: Cold Stone Creamery	213	3.1%	106
Fast food/drive-in last 6 months: Dairy Queen	1,304	19.0%	117
Fast food/drive-in last 6 months: Del Taco	302	4.4%	113
Fast food/drive-in last 6 months: Domino`s Pizza	877	12.8%	101
Fast food/drive-in last 6 months: Dunkin` Donuts	1,085	15.8%	116
Went to Five Guys in last 6 months	815	11.9%	126
Fast food/drive-in last 6 months: Hardee`s	426	6.2%	93
Fast food/drive-in last 6 months: Jack in the Box	368	5.4%	72
Went to Jimmy John`s in last 6 months	682	9.9%	165
Fast food/drive-in last 6 months: KFC	1,240	18.1%	88
Fast food/drive-in last 6 months: Krispy Kreme	464	6.8%	113
Fast food/drive-in last 6 months: Little Caesars	964	14.0%	105
Fast food/drive-in last 6 months: Long John Silver`s	182	2.7%	75
Fast food/drive-in last 6 months: McDonald`s	3,710	54.0%	102
Went to Panda Express in last 6 months	795	11.6%	120
Fast food/drive-in last 6 months: Panera Bread	1,278	18.6%	146
Fast food/drive-in last 6 months: Papa John`s	718	10.5%	118
Fast food/drive-in last 6 months: Papa Murphy`s	536	7.8%	164
Fast food/drive-in last 6 months: Pizza Hut	1,161	16.9%	98
Fast food/drive-in last 6 months: Popeyes Chicken	577	8.4%	92
Fast food/drive-in last 6 months: Sonic Drive-In	820	11.9%	100
Fast food/drive-in last 6 months: Starbucks	1,597	23.3%	125
Fast food/drive-in last 6 months: Steak `n Shake	439	6.4%	115
Fast food/drive-in last 6 months: Subway	1,905	27.7%	108
Fast food/drive-in last 6 months: Taco Bell	2,012	29.3%	102
Fast food/drive-in last 6 months: Wendy`s	1,976	28.8%	113
Fast food/drive-in last 6 months: Whataburger	310	4.5%	86
Fast food/drive-in last 6 months: White Castle	248	3.6%	118
Went to fine dining restaurant last month	970	14.1%	134
Went to fine dining restaurant 3+ times last month	243	3.5%	113

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 2019 and 2024.