



# Retail Market Potential

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
 Ring: 1 mile radius

Latitude: 33.0569  
 Longitude: -84.9860

Demographic Summary		2019	2024
Population		3,457	3,744
Population 18+		2,571	2,786
Households		1,397	1,507
Median Household Income		\$51,037	\$54,829

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,204	46.8%	99
Bought any women's clothing in last 12 months	1,060	41.2%	96
Bought clothing for child <13 years in last 6 months	705	27.4%	103
Bought any shoes in last 12 months	1,356	52.7%	101
Bought costume jewelry in last 12 months	410	15.9%	91
Bought any fine jewelry in last 12 months	427	16.6%	93
Bought a watch in last 12 months	414	16.1%	104
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,255	89.8%	105
HH bought/leased new vehicle last 12 months	162	11.6%	118
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,314	90.0%	105
Bought/changed motor oil in last 12 months	1,287	50.1%	105
Had tune-up in last 12 months	675	26.3%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,816	70.6%	99
Drank regular cola in last 6 months	1,080	42.0%	95
Drank beer/ale in last 6 months	1,085	42.2%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	283	11.0%	110
Own digital SLR camera/camcorder	207	8.1%	102
Printed digital photos in last 12 months	649	25.2%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	927	36.1%	104
Have a smartphone	2,288	89.0%	106
Have a smartphone: Android phone (any brand)	1,175	45.7%	113
Have a smartphone: Apple iPhone	1,072	41.7%	100
Number of cell phones in household: 1	441	31.6%	104
Number of cell phones in household: 2	544	38.9%	101
Number of cell phones in household: 3+	386	27.6%	98
HH has cell phone only (no landline telephone)	985	70.5%	126
<b>Computers (Households)</b>			
HH owns a computer	1,089	78.0%	106
HH owns desktop computer	517	37.0%	100
HH owns laptop/notebook	869	62.2%	110
HH owns any Apple/Mac brand computer	234	16.8%	93
HH owns any PC/non-Apple brand computer	932	66.7%	109
HH purchased most recent computer in a store	583	41.7%	115
HH purchased most recent computer online	210	15.0%	111
Spent <\$1-499 on most recent home computer	223	16.0%	108
Spent \$500-\$999 on most recent home computer	275	19.7%	117
Spent \$1,000-\$1,499 on most recent home computer	131	9.4%	98
Spent \$1,500-\$1,999 on most recent home computer	64	4.6%	103
Spent \$2,000+ on most recent home computer	68	4.9%	123

**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.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	1,779	69.2%	109
Bought brewed coffee at convenience store in last 30 days	336	13.1%	94
Bought cigarettes at convenience store in last 30 days	301	11.7%	108
Bought gas at convenience store in last 30 days	1,064	41.4%	111
Spent at convenience store in last 30 days: <\$1-19	217	8.4%	123
Spent at convenience store in last 30 days: \$20-\$39	254	9.9%	104
Spent at convenience store in last 30 days: \$40-\$50	202	7.9%	95
Spent at convenience store in last 30 days: \$51-\$99	196	7.6%	138
Spent at convenience store in last 30 days: \$100+	584	22.7%	102
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,642	63.9%	109
Went to live theater in last 12 months	267	10.4%	94
Went to a bar/night club in last 12 months	471	18.3%	106
Dined out in last 12 months	1,346	52.4%	100
Gambled at a casino in last 12 months	259	10.1%	76
Visited a theme park in last 12 months	487	18.9%	100
Viewed movie (video-on-demand) in last 30 days	443	17.2%	99
Viewed TV show (video-on-demand) in last 30 days	339	13.2%	104
Watched any pay-per-view TV in last 12 months	266	10.3%	106
Downloaded a movie over the Internet in last 30 days	298	11.6%	121
Downloaded any individual song in last 6 months	572	22.2%	117
Watched a movie online in the last 30 days	873	34.0%	126
Watched a TV program online in last 30 days	609	23.7%	124
Played a video/electronic game (console) in last 12 months	318	12.4%	140
Played a video/electronic game (portable) in last 12 months	169	6.6%	140
<b>Financial (Adults)</b>			
Have home mortgage (1st)	824	32.0%	103
Used ATM/cash machine in last 12 months	1,419	55.2%	104
Own any stock	144	5.6%	78
Own U.S. savings bond	127	4.9%	113
Own shares in mutual fund (stock)	151	5.9%	82
Own shares in mutual fund (bonds)	89	3.5%	72
Have interest checking account	696	27.1%	94
Have non-interest checking account	797	31.0%	106
Have savings account	1,498	58.3%	102
Have 401K retirement savings plan	419	16.3%	101
Own/used any credit/debit card in last 12 months	2,066	80.4%	101
Avg monthly credit card expenditures: <\$1-110	318	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	143	5.6%	76
Avg monthly credit card expenditures: \$226-\$450	184	7.2%	105
Avg monthly credit card expenditures: \$451-\$700	148	5.8%	94
Avg monthly credit card expenditures: \$701-\$1,000	120	4.7%	83
Avg monthly credit card expenditures: \$1,001+	247	9.6%	83
Did banking online in last 12 months	1,133	44.1%	113
Did banking on mobile device in last 12 months	841	32.7%	126
Paid bills online in last 12 months	1,389	54.0%	108

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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	968	69.3%	101
Used bread in last 6 months	1,285	92.0%	99
Used chicken (fresh or frozen) in last 6 months	939	67.2%	97
Used turkey (fresh or frozen) in last 6 months	182	13.0%	87
Used fish/seafood (fresh or frozen) in last 6 months	726	52.0%	94
Used fresh fruit/vegetables in last 6 months	1,165	83.4%	97
Used fresh milk in last 6 months	1,214	86.9%	101
Used organic food in last 6 months	299	21.4%	90
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	721	28.0%	102
Exercise at club 2+ times per week	349	13.6%	95
Visited a doctor in last 12 months	1,950	75.8%	99
Used vitamin/dietary supplement in last 6 months	1,294	50.3%	93
<b>Home (Households)</b>			
Did any home improvement in last 12 months	328	23.5%	85
Used any housekeeper/professional cleaning service in last 12 months	123	8.8%	60
Purchased low ticket HH furnishings in last 12 months	242	17.3%	101
Purchased big ticket HH furnishings in last 12 months	378	27.1%	122
Bought any small kitchen appliance in last 12 months	334	23.9%	107
Bought any large kitchen appliance in last 12 months	215	15.4%	111
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,165	45.3%	102
Carry medical/hospital/accident insurance	1,904	74.1%	99
Carry homeowner insurance	1,091	42.4%	90
Carry renter's insurance	308	12.0%	141
Have auto insurance: 1 vehicle in household covered	524	37.5%	121
Have auto insurance: 2 vehicles in household covered	410	29.3%	103
Have auto insurance: 3+ vehicles in household covered	275	19.7%	86
<b>Pets (Households)</b>			
Household owns any pet	747	53.5%	98
Household owns any cat	308	22.0%	97
Household owns any dog	558	39.9%	96
<b>Psychographics (Adults)</b>			
Buying American is important to me	933	36.3%	92
Usually buy items on credit rather than wait	351	13.7%	104
Usually buy based on quality - not price	482	18.7%	99
Price is usually more important than brand name	737	28.7%	105
Usually use coupons for brands I buy often	406	15.8%	91
Am interested in how to help the environment	531	20.7%	107
Usually pay more for environ safe product	387	15.1%	106
Usually value green products over convenience	289	11.2%	100
Likely to buy a brand that supports a charity	952	37.0%	105
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	343	13.3%	103
Bought hardcover book in last 12 months	557	21.7%	108
Bought paperback book in last 12 month	717	27.9%	98
Read any daily newspaper (paper version)	372	14.5%	79
Read any digital newspaper in last 30 days	1,067	41.5%	104
Read any magazine (paper/electronic version) in last 6 months	2,398	93.3%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,068	80.4%	107
Went to family restaurant/steak house: 4+ times a month	797	31.0%	117
Went to fast food/drive-in restaurant in last 6 months	2,387	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	1,138	44.3%	113
Fast food restaurant last 6 months: eat in	986	38.4%	103
Fast food restaurant last 6 months: home delivery	243	9.5%	109
Fast food restaurant last 6 months: take-out/drive-thru	1,346	52.4%	112
Fast food restaurant last 6 months: take-out/walk-in	645	25.1%	120
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,333	51.8%	108
Own any e-reader	213	8.3%	99
Own e-reader/tablet: iPad	714	27.8%	98
HH has Internet connectable TV	425	30.4%	106
Own any portable MP3 player	454	17.7%	95
HH owns 1 TV	291	20.8%	99
HH owns 2 TVs	403	28.8%	108
HH owns 3 TVs	317	22.7%	108
HH owns 4+ TVs	189	13.5%	78
HH subscribes to cable TV	598	42.8%	98
HH subscribes to fiber optic	89	6.4%	90
HH owns portable GPS navigation device	287	20.5%	90
HH purchased video game system in last 12 months	120	8.6%	104
HH owns any Internet video device for TV	339	24.3%	101
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,316	51.2%	97
Took 3+ domestic non-business trips in last 12 months	288	11.2%	95
Spent on domestic vacations in last 12 months: <\$1-999	249	9.7%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	210	8.2%	130
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	116	4.5%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	73	2.8%	68
Spent on domestic vacations in last 12 months: \$3,000+	78	3.0%	47
Domestic travel in last 12 months: used general travel website	179	7.0%	102
Took foreign trip (including Alaska and Hawaii) in last 3 years	613	23.8%	87
Took 3+ foreign trips by plane in last 3 years	113	4.4%	81
Spent on foreign vacations in last 12 months: <\$1-999	110	4.3%	92
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	113	4.4%	110
Spent on foreign vacations in last 12 months: \$3,000+	100	3.9%	62
Foreign travel in last 3 years: used general travel website	135	5.3%	92
Nights spent in hotel/motel in last 12 months: any	1,148	44.7%	100
Took cruise of more than one day in last 3 years	201	7.8%	88
Member of any frequent flyer program	424	16.5%	91
Member of any hotel rewards program	489	19.0%	106

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# Retail Market Potential

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Demographic Summary		2019	2024
Population		19,269	20,256
Population 18+		14,261	15,005
Households		7,376	7,728
Median Household Income		\$36,228	\$44,454

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	6,286	44.1%	93
Bought any women's clothing in last 12 months	5,719	40.1%	94
Bought clothing for child <13 years in last 6 months	3,748	26.3%	99
Bought any shoes in last 12 months	6,901	48.4%	92
Bought costume jewelry in last 12 months	2,257	15.8%	91
Bought any fine jewelry in last 12 months	2,448	17.2%	96
Bought a watch in last 12 months	2,155	15.1%	98
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,102	82.7%	97
HH bought/leased new vehicle last 12 months	633	8.6%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	11,964	83.9%	98
Bought/changed motor oil in last 12 months	6,899	48.4%	102
Had tune-up in last 12 months	3,400	23.8%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	9,881	69.3%	97
Drank regular cola in last 6 months	6,797	47.7%	107
Drank beer/ale in last 6 months	5,461	38.3%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,226	8.6%	86
Own digital SLR camera/camcorder	884	6.2%	79
Printed digital photos in last 12 months	2,757	19.3%	85
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,926	34.5%	100
Have a smartphone	11,707	82.1%	98
Have a smartphone: Android phone (any brand)	6,620	46.4%	115
Have a smartphone: Apple iPhone	4,744	33.3%	80
Number of cell phones in household: 1	2,609	35.4%	116
Number of cell phones in household: 2	2,678	36.3%	94
Number of cell phones in household: 3+	1,871	25.4%	90
HH has cell phone only (no landline telephone)	4,589	62.2%	111
<b>Computers (Households)</b>			
HH owns a computer	4,852	65.8%	89
HH owns desktop computer	2,398	32.5%	88
HH owns laptop/notebook	3,742	50.7%	90
HH owns any Apple/Mac brand computer	876	11.9%	66
HH owns any PC/non-Apple brand computer	4,256	57.7%	94
HH purchased most recent computer in a store	2,423	32.8%	91
HH purchased most recent computer online	830	11.3%	83
Spent <\$1-499 on most recent home computer	1,097	14.9%	101
Spent \$500-\$999 on most recent home computer	1,101	14.9%	89
Spent \$1,000-\$1,499 on most recent home computer	498	6.8%	70
Spent \$1,500-\$1,999 on most recent home computer	258	3.5%	79
Spent \$2,000+ on most recent home computer	248	3.4%	85

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	9,242	64.8%	102
Bought brewed coffee at convenience store in last 30 days	1,847	13.0%	93
Bought cigarettes at convenience store in last 30 days	2,020	14.2%	131
Bought gas at convenience store in last 30 days	5,690	39.9%	107
Spent at convenience store in last 30 days: <\$1-19	933	6.5%	95
Spent at convenience store in last 30 days: \$20-\$39	1,347	9.4%	100
Spent at convenience store in last 30 days: \$40-\$50	1,130	7.9%	96
Spent at convenience store in last 30 days: \$51-\$99	972	6.8%	123
Spent at convenience store in last 30 days: \$100+	3,339	23.4%	105
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	7,769	54.5%	93
Went to live theater in last 12 months	1,198	8.4%	76
Went to a bar/night club in last 12 months	2,202	15.4%	90
Dined out in last 12 months	6,512	45.7%	88
Gambled at a casino in last 12 months	1,602	11.2%	85
Visited a theme park in last 12 months	2,203	15.4%	82
Viewed movie (video-on-demand) in last 30 days	2,208	15.5%	89
Viewed TV show (video-on-demand) in last 30 days	1,687	11.8%	94
Watched any pay-per-view TV in last 12 months	1,339	9.4%	96
Downloaded a movie over the Internet in last 30 days	1,248	8.8%	91
Downloaded any individual song in last 6 months	2,483	17.4%	91
Watched a movie online in the last 30 days	3,744	26.3%	97
Watched a TV program online in last 30 days	2,653	18.6%	98
Played a video/electronic game (console) in last 12 months	1,449	10.2%	115
Played a video/electronic game (portable) in last 12 months	736	5.2%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,909	27.4%	88
Used ATM/cash machine in last 12 months	6,762	47.4%	90
Own any stock	730	5.1%	71
Own U.S. savings bond	514	3.6%	83
Own shares in mutual fund (stock)	637	4.5%	63
Own shares in mutual fund (bonds)	442	3.1%	65
Have interest checking account	3,341	23.4%	82
Have non-interest checking account	3,857	27.0%	92
Have savings account	7,276	51.0%	89
Have 401K retirement savings plan	1,913	13.4%	83
Own/used any credit/debit card in last 12 months	10,346	72.5%	91
Avg monthly credit card expenditures: <\$1-110	1,801	12.6%	110
Avg monthly credit card expenditures: \$111-\$225	874	6.1%	83
Avg monthly credit card expenditures: \$226-\$450	904	6.3%	93
Avg monthly credit card expenditures: \$451-\$700	663	4.6%	76
Avg monthly credit card expenditures: \$701-\$1,000	544	3.8%	68
Avg monthly credit card expenditures: \$1,001+	1,061	7.4%	64
Did banking online in last 12 months	4,697	32.9%	84
Did banking on mobile device in last 12 months	3,369	23.6%	91
Paid bills online in last 12 months	6,301	44.2%	88

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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	5,103	69.2%	100
Used bread in last 6 months	6,883	93.3%	100
Used chicken (fresh or frozen) in last 6 months	4,941	67.0%	97
Used turkey (fresh or frozen) in last 6 months	1,149	15.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	3,969	53.8%	97
Used fresh fruit/vegetables in last 6 months	6,057	82.1%	96
Used fresh milk in last 6 months	6,341	86.0%	100
Used organic food in last 6 months	1,376	18.7%	78
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,426	24.0%	88
Exercise at club 2+ times per week	1,398	9.8%	68
Visited a doctor in last 12 months	10,640	74.6%	97
Used vitamin/dietary supplement in last 6 months	6,979	48.9%	91
<b>Home (Households)</b>			
Did any home improvement in last 12 months	1,704	23.1%	84
Used any housekeeper/professional cleaning service in last 12 months	711	9.6%	66
Purchased low ticket HH furnishings in last 12 months	1,162	15.8%	92
Purchased big ticket HH furnishings in last 12 months	1,600	21.7%	97
Bought any small kitchen appliance in last 12 months	1,578	21.4%	96
Bought any large kitchen appliance in last 12 months	1,014	13.7%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,221	43.6%	98
Carry medical/hospital/accident insurance	10,027	70.3%	94
Carry homeowner insurance	5,902	41.4%	88
Carry renter's insurance	1,325	9.3%	109
Have auto insurance: 1 vehicle in household covered	2,599	35.2%	114
Have auto insurance: 2 vehicles in household covered	1,768	24.0%	84
Have auto insurance: 3+ vehicles in household covered	1,432	19.4%	85
<b>Pets (Households)</b>			
Household owns any pet	3,743	50.7%	93
Household owns any cat	1,531	20.8%	91
Household owns any dog	2,855	38.7%	93
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,802	40.7%	104
Usually buy items on credit rather than wait	2,018	14.2%	108
Usually buy based on quality - not price	2,771	19.4%	102
Price is usually more important than brand name	4,157	29.1%	106
Usually use coupons for brands I buy often	2,352	16.5%	96
Am interested in how to help the environment	2,675	18.8%	97
Usually pay more for environ safe product	1,950	13.7%	96
Usually value green products over convenience	1,753	12.3%	109
Likely to buy a brand that supports a charity	5,139	36.0%	102
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,505	10.6%	82
Bought hardcover book in last 12 months	2,483	17.4%	87
Bought paperback book in last 12 month	3,484	24.4%	86
Read any daily newspaper (paper version)	2,713	19.0%	103
Read any digital newspaper in last 30 days	5,068	35.5%	89
Read any magazine (paper/electronic version) in last 6 months	12,979	91.0%	100

**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

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
 Ring: 3 mile radius

Latitude: 33.0569  
 Longitude: -84.9860

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	10,563	74.1%	99
Went to family restaurant/steak house: 4+ times a month	3,781	26.5%	100
Went to fast food/drive-in restaurant in last 6 months	13,090	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	5,784	40.6%	103
Fast food restaurant last 6 months: eat in	4,896	34.3%	92
Fast food restaurant last 6 months: home delivery	1,161	8.1%	94
Fast food restaurant last 6 months: take-out/drive-thru	6,954	48.8%	104
Fast food restaurant last 6 months: take-out/walk-in	2,964	20.8%	100
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,318	44.3%	92
Own any e-reader	978	6.9%	82
Own e-reader/tablet: iPad	3,025	21.2%	75
HH has Internet connectable TV	1,834	24.9%	87
Own any portable MP3 player	2,101	14.7%	79
HH owns 1 TV	1,476	20.0%	95
HH owns 2 TVs	1,971	26.7%	100
HH owns 3 TVs	1,601	21.7%	104
HH owns 4+ TVs	1,171	15.9%	91
HH subscribes to cable TV	3,272	44.4%	102
HH subscribes to fiber optic	336	4.6%	65
HH owns portable GPS navigation device	1,422	19.3%	84
HH purchased video game system in last 12 months	552	7.5%	91
HH owns any Internet video device for TV	1,456	19.7%	82
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	6,080	42.6%	81
Took 3+ domestic non-business trips in last 12 months	1,217	8.5%	72
Spent on domestic vacations in last 12 months: <\$1-999	1,246	8.7%	81
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	765	5.4%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	502	3.5%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	389	2.7%	65
Spent on domestic vacations in last 12 months: \$3,000+	584	4.1%	63
Domestic travel in last 12 months: used general travel website	746	5.2%	77
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,642	18.5%	67
Took 3+ foreign trips by plane in last 3 years	513	3.6%	66
Spent on foreign vacations in last 12 months: <\$1-999	512	3.6%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	435	3.1%	76
Spent on foreign vacations in last 12 months: \$3,000+	552	3.9%	61
Foreign travel in last 3 years: used general travel website	498	3.5%	61
Nights spent in hotel/motel in last 12 months: any	5,340	37.4%	84
Took cruise of more than one day in last 3 years	1,029	7.2%	81
Member of any frequent flyer program	1,547	10.8%	60
Member of any hotel rewards program	2,054	14.4%	80

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# Retail Market Potential

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
 Ring: 5 mile radius

Latitude: 33.0569  
 Longitude: -84.9860

Demographic Summary		2019	2024
Population		35,768	37,076
Population 18+		26,635	27,638
Households		13,277	13,725
Median Household Income		\$33,700	\$40,117

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	11,740	44.1%	93
Bought any women's clothing in last 12 months	10,686	40.1%	94
Bought clothing for child <13 years in last 6 months	7,090	26.6%	100
Bought any shoes in last 12 months	12,986	48.8%	93
Bought costume jewelry in last 12 months	4,502	16.9%	97
Bought any fine jewelry in last 12 months	4,743	17.8%	100
Bought a watch in last 12 months	4,213	15.8%	102
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,673	80.4%	94
HH bought/leased new vehicle last 12 months	1,066	8.0%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	21,875	82.1%	96
Bought/changed motor oil in last 12 months	12,518	47.0%	99
Had tune-up in last 12 months	6,137	23.0%	93
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	18,522	69.5%	97
Drank regular cola in last 6 months	12,633	47.4%	107
Drank beer/ale in last 6 months	10,265	38.5%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,285	8.6%	86
Own digital SLR camera/camcorder	1,664	6.2%	79
Printed digital photos in last 12 months	5,069	19.0%	83
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	9,077	34.1%	99
Have a smartphone	21,772	81.7%	98
Have a smartphone: Android phone (any brand)	12,345	46.3%	115
Have a smartphone: Apple iPhone	8,805	33.1%	79
Number of cell phones in household: 1	4,646	35.0%	115
Number of cell phones in household: 2	4,780	36.0%	93
Number of cell phones in household: 3+	3,445	25.9%	92
HH has cell phone only (no landline telephone)	8,130	61.2%	109
<b>Computers (Households)</b>			
HH owns a computer	8,507	64.1%	87
HH owns desktop computer	4,210	31.7%	86
HH owns laptop/notebook	6,536	49.2%	87
HH owns any Apple/Mac brand computer	1,557	11.7%	65
HH owns any PC/non-Apple brand computer	7,444	56.1%	91
HH purchased most recent computer in a store	4,166	31.4%	87
HH purchased most recent computer online	1,449	10.9%	80
Spent <\$1-499 on most recent home computer	1,838	13.8%	94
Spent \$500-\$999 on most recent home computer	1,934	14.6%	87
Spent \$1,000-\$1,499 on most recent home computer	887	6.7%	70
Spent \$1,500-\$1,999 on most recent home computer	439	3.3%	75
Spent \$2,000+ on most recent home computer	412	3.1%	78

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# Retail Market Potential

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
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Latitude: 33.0569  
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	17,104	64.2%	102
Bought brewed coffee at convenience store in last 30 days	3,451	13.0%	93
Bought cigarettes at convenience store in last 30 days	3,737	14.0%	130
Bought gas at convenience store in last 30 days	10,490	39.4%	106
Spent at convenience store in last 30 days: <\$1-19	1,630	6.1%	89
Spent at convenience store in last 30 days: \$20-\$39	2,371	8.9%	94
Spent at convenience store in last 30 days: \$40-\$50	2,095	7.9%	95
Spent at convenience store in last 30 days: \$51-\$99	1,765	6.6%	120
Spent at convenience store in last 30 days: \$100+	6,290	23.6%	106
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	14,327	53.8%	92
Went to live theater in last 12 months	2,320	8.7%	79
Went to a bar/night club in last 12 months	4,013	15.1%	87
Dined out in last 12 months	12,043	45.2%	87
Gambled at a casino in last 12 months	3,070	11.5%	87
Visited a theme park in last 12 months	4,097	15.4%	81
Viewed movie (video-on-demand) in last 30 days	4,356	16.4%	94
Viewed TV show (video-on-demand) in last 30 days	3,252	12.2%	97
Watched any pay-per-view TV in last 12 months	2,462	9.2%	94
Downloaded a movie over the Internet in last 30 days	2,251	8.5%	88
Downloaded any individual song in last 6 months	4,741	17.8%	93
Watched a movie online in the last 30 days	6,570	24.7%	91
Watched a TV program online in last 30 days	4,644	17.4%	91
Played a video/electronic game (console) in last 12 months	2,503	9.4%	106
Played a video/electronic game (portable) in last 12 months	1,346	5.1%	108
<b>Financial (Adults)</b>			
Have home mortgage (1st)	7,364	27.6%	89
Used ATM/cash machine in last 12 months	12,515	47.0%	89
Own any stock	1,379	5.2%	72
Own U.S. savings bond	1,025	3.8%	88
Own shares in mutual fund (stock)	1,323	5.0%	70
Own shares in mutual fund (bonds)	901	3.4%	71
Have interest checking account	6,340	23.8%	83
Have non-interest checking account	6,915	26.0%	89
Have savings account	13,488	50.6%	88
Have 401K retirement savings plan	3,594	13.5%	84
Own/used any credit/debit card in last 12 months	19,154	71.9%	91
Avg monthly credit card expenditures: <\$1-110	3,232	12.1%	105
Avg monthly credit card expenditures: \$111-\$225	1,662	6.2%	85
Avg monthly credit card expenditures: \$226-\$450	1,597	6.0%	88
Avg monthly credit card expenditures: \$451-\$700	1,236	4.6%	76
Avg monthly credit card expenditures: \$701-\$1,000	1,099	4.1%	74
Avg monthly credit card expenditures: \$1,001+	2,081	7.8%	67
Did banking online in last 12 months	8,552	32.1%	82
Did banking on mobile device in last 12 months	5,975	22.4%	87
Paid bills online in last 12 months	11,416	42.9%	85

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# Retail Market Potential

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
 Ring: 5 mile radius

Latitude: 33.0569  
 Longitude: -84.9860

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	9,143	68.9%	100
Used bread in last 6 months	12,425	93.6%	100
Used chicken (fresh or frozen) in last 6 months	8,981	67.6%	98
Used turkey (fresh or frozen) in last 6 months	2,208	16.6%	111
Used fish/seafood (fresh or frozen) in last 6 months	7,291	54.9%	99
Used fresh fruit/vegetables in last 6 months	10,917	82.2%	96
Used fresh milk in last 6 months	11,397	85.8%	100
Used organic food in last 6 months	2,582	19.4%	81
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,501	24.4%	89
Exercise at club 2+ times per week	2,620	9.8%	69
Visited a doctor in last 12 months	19,878	74.6%	97
Used vitamin/dietary supplement in last 6 months	13,013	48.9%	90
<b>Home (Households)</b>			
Did any home improvement in last 12 months	3,169	23.9%	86
Used any housekeeper/professional cleaning service in last 12 months	1,321	9.9%	68
Purchased low ticket HH furnishings in last 12 months	2,144	16.1%	94
Purchased big ticket HH furnishings in last 12 months	2,831	21.3%	96
Bought any small kitchen appliance in last 12 months	2,793	21.0%	94
Bought any large kitchen appliance in last 12 months	1,823	13.7%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	11,590	43.5%	98
Carry medical/hospital/accident insurance	18,501	69.5%	93
Carry homeowner insurance	11,044	41.5%	88
Carry renter's insurance	2,360	8.9%	104
Have auto insurance: 1 vehicle in household covered	4,444	33.5%	108
Have auto insurance: 2 vehicles in household covered	3,087	23.3%	82
Have auto insurance: 3+ vehicles in household covered	2,603	19.6%	86
<b>Pets (Households)</b>			
Household owns any pet	6,783	51.1%	94
Household owns any cat	2,795	21.1%	92
Household owns any dog	5,191	39.1%	94
<b>Psychographics (Adults)</b>			
Buying American is important to me	10,909	41.0%	104
Usually buy items on credit rather than wait	3,848	14.4%	110
Usually buy based on quality - not price	5,241	19.7%	104
Price is usually more important than brand name	7,801	29.3%	107
Usually use coupons for brands I buy often	4,492	16.9%	98
Am interested in how to help the environment	4,907	18.4%	95
Usually pay more for environ safe product	3,624	13.6%	96
Usually value green products over convenience	3,134	11.8%	104
Likely to buy a brand that supports a charity	9,368	35.2%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,860	10.7%	83
Bought hardcover book in last 12 months	4,683	17.6%	88
Bought paperback book in last 12 month	6,490	24.4%	85
Read any daily newspaper (paper version)	5,185	19.5%	106
Read any digital newspaper in last 30 days	9,318	35.0%	88
Read any magazine (paper/electronic version) in last 6 months	24,158	90.7%	100

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# Retail Market Potential

3124 Hogansville Road Lagrange GA 30241  
 3124 Hogansville Road Lagrange GA 30241  
 Ring: 5 mile radius

Latitude: 33.0569  
 Longitude: -84.9860

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	19,486	73.2%	98
Went to family restaurant/steak house: 4+ times a month	7,081	26.6%	100
Went to fast food/drive-in restaurant in last 6 months	24,284	91.2%	100
Went to fast food/drive-in restaurant 9+ times/month	10,824	40.6%	104
Fast food restaurant last 6 months: eat in	9,008	33.8%	91
Fast food restaurant last 6 months: home delivery	2,107	7.9%	92
Fast food restaurant last 6 months: take-out/drive-thru	12,722	47.8%	102
Fast food restaurant last 6 months: take-out/walk-in	5,594	21.0%	101
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	11,747	44.1%	92
Own any e-reader	1,808	6.8%	81
Own e-reader/tablet: iPad	5,793	21.7%	77
HH has Internet connectable TV	3,278	24.7%	86
Own any portable MP3 player	3,997	15.0%	81
HH owns 1 TV	2,544	19.2%	91
HH owns 2 TVs	3,499	26.4%	98
HH owns 3 TVs	2,922	22.0%	105
HH owns 4+ TVs	2,173	16.4%	94
HH subscribes to cable TV	5,761	43.4%	99
HH subscribes to fiber optic	568	4.3%	61
HH owns portable GPS navigation device	2,538	19.1%	84
HH purchased video game system in last 12 months	991	7.5%	91
HH owns any Internet video device for TV	2,603	19.6%	82
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	11,338	42.6%	81
Took 3+ domestic non-business trips in last 12 months	2,266	8.5%	72
Spent on domestic vacations in last 12 months: <\$1-999	2,293	8.6%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,419	5.3%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	907	3.4%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	799	3.0%	72
Spent on domestic vacations in last 12 months: \$3,000+	1,202	4.5%	70
Domestic travel in last 12 months: used general travel website	1,361	5.1%	75
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,915	18.5%	67
Took 3+ foreign trips by plane in last 3 years	940	3.5%	65
Spent on foreign vacations in last 12 months: <\$1-999	941	3.5%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	758	2.8%	71
Spent on foreign vacations in last 12 months: \$3,000+	1,069	4.0%	64
Foreign travel in last 3 years: used general travel website	962	3.6%	63
Nights spent in hotel/motel in last 12 months: any	9,889	37.1%	83
Took cruise of more than one day in last 3 years	1,956	7.3%	83
Member of any frequent flyer program	3,033	11.4%	63
Member of any hotel rewards program	3,811	14.3%	79

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