

Palm Bay City Limits

City of Palm Bay (01/30/2014)

2013	2018
105,475	107,953
81,552	84,172
40,418	41,491
\$42,566	\$50,098
	105,475 81,552 40,418

Apparel (Adults) Bought any men's apparel in last 12 months 31,488 50.9% 1		Expected Number	Percent of	
Bought any men's apparel in last 12 months 41,488 50.9% 19	Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP:
Bought any women's apparel in last 12 months 37,977 46.6% 18	Apparel (Adults)			
Bought apparel for child <13 in last 6 months	Bought any men's apparel in last 12 months	41,488	50.9%	102
Bought any shoes in last 12 months	Bought any women's apparel in last 12 months	37,977	46.6%	10
Bought costume jewelry in last 12 months 17,478 21.4% 19	Bought apparel for child <13 in last 6 months	24,098	29.5%	10
Bought any fine jewelry in last 12 months 17,932 22.0% 18	Bought any shoes in last 12 months	42,827	52.5%	10
Bought a watch in last 12 months	Bought costume jewelry in last 12 months	17,478	21.4%	10
Automobiles (Households) HI downs/leases any vehicle	Bought any fine jewelry in last 12 months	17,932	22.0%	10
HH owns/leases any vehicle 36,094 89.3% 1 HH bought/leased new vehicle last 12 mo 3,611 8.9% 1 Automotive Aftermarket (Adults) Bought gasoline in last 6 months 73,436 90.0% 3 Bought danged motor oil in last 12 months 47,582 58.3% 3 Had tune-up in last 12 months 24,568 30.1% 3 Beverages (Adults) Drank bottled water/seltzer in last 6 months 48,585 59.6% 3 Drank regular cola in last 6 months 42,922 52.6% 3 Drank deer/ale in last 6 months 42,922 52.6% 3 Drank beer/ale in last 6 months 42,922 52.6% 3 Drank beer/ale in last 12 months 33,908 41.6% 3 Eameras & Film (Adults) Bought film in last 12 months 16,889 20.7% 3 Bought digital camera in last 12 months 5,379 6.6% 3 Bought digital camera in last 12 months 5,379 6.6% 3 Eall Phones/PDAs & Service (Adults) Bought ell/mobile phone/PDA ills 12 months 28,937 35.5% 3 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 3 Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% 3 Computers (Households) HH owns a personal computer 29,419 72.8% 5 Spent \$500-\$999 on most recent home PC purchase 7,681 19.0% 3 Spent \$500-\$999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1499 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on most recent home PC purchase 5,068 12.5% 5 Spent \$1000-\$1999 on m	Bought a watch in last 12 months	16,516	20.3%	10
### H bought/leased new vehicle last 12 mo Automotive Aftermarket (Adults) Bought gasoline in last 6 months 73,436 90.0% 3 Bought/changed motor oil in last 12 months 47,582 58.3% 3 Had tune-up in last 12 months 24,568 30.1% Beverages (Adults) Drank bottled water/seltzer in last 6 months 42,922 52.6% 3 Drank regular cola in last 6 months 42,922 52.6% 3 Drank beer/ale in last 6 months 42,922 52.6% 3 Drank beer/ale in last 6 months 33,908 41.6% **Cameras & Film (Adults) Bought any camera in last 12 months 10,690 13.1% 3 Bought film in last 12 months 16,889 20.7% 3 Bought digital camera in last 12 months 5,379 6.6% 60% 60,370 7.8% 3 **Cell Phones/PDAs & Service (Adults) Bought cell/mobile phone/PDA in last 12 months 28,937 35.5% 3 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 3 Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% **Computers (Households) HH owns a personal computer 29,419 72.8% Spent \$500 - \$999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,961 \$500-\$1999 on most recent home PC purchase 5,068 12.5% 5,068 5,068 \$500-\$100-\$1499 on most recent home PC purchase 5,068 12.5% 5,068	Automobiles (Households)			
Automotive Aftermarket (Adults) Bought gasoline in last 6 months 73,436 90.0% 1 Bought gasoline in last 12 months 47,582 58.3% 1 Had tune-up in last 12 months 24,568 30.1% Beverages (Adults) Drank bottled water/seltzer in last 6 months 48,585 59.6% 1 Drank regular cola in last 6 months 42,922 52.6% 1 Drank beer/ale in last 6 months 42,922 52.6% 1 Drank beer/ale in last 6 months 10,690 13.1% 1 Bought any camera in last 12 months 10,690 13.1% 1 Bought film in last 12 months 16,889 20.7% 1 Bought digital camera in last 12 months 5,379 6.6% 1 Bought memory card for camera in last 12 months 6,370 7.8% 1 Cell Phones/PDAs & Service (Adults) Bought cell/mobile phone/PDA in last 12 months 28,937 35.5% 1 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 1 Avg monthly cell/mobile phone/PDA bill: \$1-\$99 25,146 30.8% Avg monthly cell/mobile phone/PDA bill: \$10-99 25,146 30.8% Avg monthly cell/m	HH owns/leases any vehicle	36,094	89.3%	10
Bought gasoline in last 6 months 73,436 90.0% 18 Bought/changed motor oil in last 12 months 47,582 58.3% 3 Had tune-up in last 12 months 24,568 30.1% Beverages (Adults)	HH bought/leased new vehicle last 12 mo	3,611	8.9%	9
Bought/changed motor oil in last 12 months	Automotive Aftermarket (Adults)			
### Beverages (Adults) Drank bottled water/seltzer in last 6 months	Bought gasoline in last 6 months	73,436	90.0%	10
Beverages (Adults)	Bought/changed motor oil in last 12 months	47,582	58.3%	11
Drank bottled water/seltzer in last 6 months 48,585 59.6% Drank regular cola in last 6 months 42,922 52.6% 1 Drank beer/ale in last 6 months 33,908 41.6% Camera & Film (Adults) Bought any camera in last 12 months 10,690 13.1% 1 Bought film in last 12 months 16,889 20.7% 1 Bought digital camera in last 12 months 5,379 6.6% Bought memory card for camera in last 12 months 6,370 7.8% 1 Cell Phones/PDAs & Service (Adults) Bought cell/mobile phone/PDA in last 12 months 28,937 35.5% 1 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 3 Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% Computers (Households) HH owns a personal computer 29,419 72.8% Spent <\$500 on most recent home PC purchase	Had tune-up in last 12 months	24,568	30.1%	Ġ
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Bought any camera in last 12 months 10,690 13.1% 15.18 15.28 15.379 15	Drank regular cola in last 6 months		52.6%	10
Bought any camera in last 12 months 10,690 13.1% 19.690 13.1% 10,6889 20.7% 19.690 13.1% 10,6889 20.7% 19.690 19	Drank beer/ale in last 6 months	33,908	41.6%	Ġ
Bought film in last 12 months 16,889 20.7% 16 Bought digital camera in last 12 months 5,379 6.6% Bought memory card for camera in last 12 months 6,370 7.8% Cell Phones/PDAs & Service (Adults) Bought cell/mobile phone/PDA in last 12 months 28,937 35.5% 1 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 1 Avg monthly cell/mobile phone/PDA bill: \$50-99 25,146 30.8% Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% Computers (Households) HH owns a personal computer 29,419 72.8% Spent <\$500 on most recent home PC purchase	Cameras & Film (Adults)			
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Bought memory card for camera in last 12 months 6,370 7.8% Cell Phones/PDAs & Service (Adults) Bought cell/mobile phone/PDA in last 12 months 28,937 35.5% 1 Avg monthly cell/mobile phone/PDA bill: \$1-\$49 18,038 22.1% 1 Avg monthly cell/mobile phone/PDA bill: \$50-99 25,146 30.8% Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% Computers (Households) HH owns a personal computer 29,419 72.8% Spent <\$500 on most recent home PC purchase	Bought film in last 12 months	16,889	20.7%	10
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Avg monthly cell/mobile phone/PDA bill: \$1-\$49	Cell Phones/PDAs & Service (Adults)			
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Avg monthly cell/mobile phone/PDA bill: \$100+ 17,159 21.0% Computers (Households) HH owns a personal computer 29,419 72.8% Spent <\$500 on most recent home PC purchase 3,713 9.2% 19.0%	Avg monthly cell/mobile phone/PDA bill: \$1-\$49	18,038	22.1%	10
Computers (Households) HH owns a personal computer 29,419 72.8% Spent <\$500 on most recent home PC purchase	Avg monthly cell/mobile phone/PDA bill: \$50-99	25,146	30.8%	g
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Spent <\$500 on most recent home PC purchase	Computers (Households)			
Spent \$500-\$999 on most recent home PC purchase 7,681 19.0% 1 Spent \$1000-\$1499 on most recent home PC purchase 5,068 12.5% Spent \$1500-\$1999 on most recent home PC purchase 2,635 6.5%	HH owns a personal computer	29,419	72.8%	ġ
Spent \$1000-\$1499 on most recent home PC purchase5,06812.5%Spent \$1500-\$1999 on most recent home PC purchase2,6356.5%	Spent <\$500 on most recent home PC purchase	3,713	9.2%	10
Spent \$1500-\$1999 on most recent home PC purchase 2,635 6.5%	Spent \$500-\$999 on most recent home PC purchase	7,681	19.0%	10
,	Spent \$1000-\$1499 on most recent home PC purchase	5,068	12.5%	g
Spent \$2000+ on most recent home PC purchase 1,907 4.7%	Spent \$1500-\$1999 on most recent home PC purchase	2,635	6.5%	9
	Spent \$2000+ on most recent home PC purchase	1,907	4.7%	7

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.



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City of Palm Bay (01/30/2014)

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MP
Convenience Stores (Adults)	•		
Shopped at convenience store in last 6 months	51,540	63.2%	105
Bought cigarettes at convenience store in last 30 days	14,874	18.2%	118
Bought gas at convenience store in last 30 days	32,549	39.9%	120
Spent at convenience store in last 30 days: <\$20	6,904	8.5%	88
Spent at convenience store in last 30 days: \$20-39	7,969	9.8%	96
Spent at convenience store in last 30 days: \$40+	33,272	40.8%	114
Entertainment (Adults)			
Attended movies in last 6 months	46,701	57.3%	9
Went to live theater in last 12 months	9,754	12.0%	9
Went to a bar/night club in last 12 months	15,737	19.3%	10
Dined out in last 12 months	40,399	49.5%	10
Gambled at a casino in last 12 months	13,055	16.0%	10
Visited a theme park in last 12 months	17,628	21.6%	10
DVDs rented in last 30 days: 1	2,102	2.6%	9
DVDs rented in last 30 days: 2	4,287	5.3%	11
DVDs rented in last 30 days: 3	2,633	3.2%	10
DVDs rented in last 30 days: 4	2,859	3.5%	9
DVDs rented in last 30 days: 5+	11,487	14.1%	10
DVDs purchased in last 30 days: 1	3,674	4.5%	ç
DVDs purchased in last 30 days: 2	4,453	5.5%	11
DVDs purchased in last 30 days: 3-4	3,870	4.7%	10
DVDs purchased in last 30 days: 5+	4,483	5.5%	10
Spent on toys/games in last 12 months: <\$50	6,029	7.4%	12
Spent on toys/games in last 12 months: \$50-\$99	2,402	2.9%	10
Spent on toys/games in last 12 months: \$100-\$199	6,044	7.4%	10
Spent on toys/games in last 12 months: \$200-\$499	8,796	10.8%	10
Spent on toys/games in last 12 months: \$500+	4,441	5.4%	9
Financial (Adults)			
Have home mortgage (1st)	16,347	20.0%	10
Used ATM/cash machine in last 12 months	42,444	52.0%	10
Own any stock	5,981	7.3%	8
Own U.S. savings bond	5,019	6.2%	ç
Own shares in mutual fund (stock)	7,228	8.9%	ç
Own shares in mutual fund (bonds)	4,578	5.6%	ç
Used full service brokerage firm in last 12 months	4,970	6.1%	ç
Have savings account	30,523	37.4%	10
Have 401K retirement savings	14,751	18.1%	10
Did banking over the Internet in last 12 months	22,302	27.3%	10
Own any credit/debit card (in own name)	61,909	75.9%	10
Avg monthly credit card expenditures: <\$111	13,134	16.1%	11
Avg monthly credit card expenditures: \$111-225	6,351	7.8%	10
Avg monthly credit card expenditures: \$226-450	6,439	7.9%	10
Avg monthly credit card expenditures: \$451-700	4,747	5.8%	9
	8,996	11.0%	8

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.



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	Expected Number	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	M
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	61,191	75.0%	1
Used bread in last 6 months	79,468	97.4%	1
Used chicken/turkey (fresh or frozen) in last 6 months	63,487	77.8%	1
Used fish/seafood (fresh or frozen) in last 6 months	42,967	52.7%	1
Used fresh fruit/vegetables in last 6 months	71,416	87.6%	1
Used fresh milk in last 6 months	75,534	92.6%	1
Health (Adults)			
Exercise at home 2+ times per week	24,154	29.6%	
Exercise at club 2+ times per week	8,859	10.9%	
Visited a doctor in last 12 months	62,539	76.7%	
Used vitamin/dietary supplement in last 6 months	39,911	48.9%	:
Home (Households)			
Any home improvement in last 12 months	13,560	33.5%	
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,072	12.5%	
Purchased any HH furnishing in last 12 months	11,754	29.1%	
Purchased bedding/bath goods in last 12 months	22,297	55.2%	
Purchased cooking/serving product in last 12 months	10,867	26.9%	•
Bought any kitchen appliance in last 12 months	7,192	17.8%	
Incurance (Adulta)			
Insurance (Adults) Currently carry any life insurance	42,558	52.2%	
	60,626	74.3%	
Have medical/hospital/accident insurance	,		
Carry homeowner insurance	47,582	58.3% 6.0%	
Carry renter insurance	4,888		
Have auto/other vehicle insurance	70,897	86.9%	
Pets (Households)			
HH owns any pet	21,827	54.0%	
HH owns any cat	9,670	23.9%	
HH owns any dog	16,141	39.9%	
Reading Materials (Adults)			
Bought book in last 12 months	39,348	48.2%	
Read any daily newspaper	34,463	42.3%	
Heavy magazine reader	15,391	18.9%	
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	60,602	74.3%	
Went to family restaurant/steak house last mo: <2 times	20,904	25.6%	
Went to family restaurant/steak house last mo: 2-4 times	22,581	27.7%	
Went to family restaurant/steak house last mo: 5+ times	17,115	21.0%	
Went to fast food/drive-in restaurant in last 6 mo	74,501	91.4%	
Went to fast food/drive-in restaurant <6 times/mo	27,026	33.1%	
Went to fast food/drive-in restaurant 6-13 times/mo	24,537	30.1%	
Went to fast food/drive-in restaurant 14+ times/mo	22,936	28.1%	
Fast food/drive-in last 6 mo: eat in	32,042	39.3%	
Fast food/drive-in last 6 mo: home delivery	9,864	12.1%	
Fast food/drive-in last 6 mo: take-out/drive-thru	46,940	57.6%	
Fast food/drive-in last 6 mo: take-out/walk-in	18,817	23.1%	

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	Expected Number	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP
Telephones & Service (Households)			
HH owns in-home cordless telephone	26,280	65.0%	10:
HH average monthly long distance phone bill: <\$16	12,108	30.0%	108
HH average monthly long distance phone bill: \$16-25	4,400	10.9%	9.
HH average monthly long distance phone bill: \$26-59	3,405	8.4%	9.
HH average monthly long distance phone bill: \$60+	1,398	3.5%	7
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	7,210	17.8%	9
HH owns 2 TVs	10,638	26.3%	10
HH owns 3 TVs	9,111	22.5%	10
HH owns 4+ TVs	9,230	22.8%	10
HH subscribes to cable TV	24,850	61.5%	10
HH Purchased audio equipment in last 12 months	3,849	9.5%	9
HH Purchased CD player in last 12 months	1,990	4.9%	12
HH Purchased DVD player in last 12 months	4,030	10.0%	10
HH Purchased MP3 player in last 12 months	7,938	9.7%	9
HH Purchased video game system in last 12 months	4,539	11.2%	10
Travel (Adults)			
Domestic travel in last 12 months	41,654	51.1%	g
Took 3+ domestic trips in last 12 months	11,666	14.3%	9
Spent on domestic vacations last 12 mo: <\$1000	10,680	13.1%	10
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,184	6.4%	Ş
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,889	3.5%	8
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,303	4.1%	Ş
Spent on domestic vacations last 12 mo: \$3000+	2,886	3.5%	7
Foreign travel in last 3 years	17,420	21.4%	8
Took 3+ foreign trips by plane in last 3 years	2,634	3.2%	6
Spent on foreign vacations last 12 mo: <\$1000	4,116	5.0%	8
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,447	3.0%	7
Spent on foreign vacations last 12 mo: \$3000+	2,773	3.4%	6
Stayed 1+ nights at hotel/motel in last 12 months	32,754	40.2%	9

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