



# Retail Market Potential

Putnam County, GA 4  
 Putnam County, GA (13237)  
 Geography: County

Prepared by Esri

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		21,678	22,336
Population 18+		17,295	17,900
Households		8,740	8,988
Median Household Income		\$43,961	\$49,124

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	8,197	47.4%	101
Bought any women's clothing in last 12 months	7,277	42.1%	97
Bought clothing for child <13 years in last 6 months	3,931	22.7%	85
Bought any shoes in last 12 months	8,357	48.3%	90
Bought costume jewelry in last 12 months	3,450	19.9%	110
Bought any fine jewelry in last 12 months	2,869	16.6%	93
Bought a watch in last 12 months	2,588	15.0%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,815	89.4%	104
HH bought/leased new vehicle last 12 mo	678	7.8%	80
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,483	89.5%	105
Bought/changed motor oil in last 12 months	9,496	54.9%	115
Had tune-up in last 12 months	4,164	24.1%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	11,294	65.3%	94
Drank regular cola in last 6 months	7,746	44.8%	101
Drank beer/ale in last 6 months	6,296	36.4%	86
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	2,268	13.1%	112
Own digital SLR camera/camcorder	1,445	8.4%	107
Printed digital photos in last 12 months	3,947	22.8%	98
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,580	32.3%	89
Have a smartphone	11,705	67.7%	85
Have a smartphone: Android phone (any brand)	6,290	36.4%	94
Have a smartphone: Apple iPhone	4,832	27.9%	73
Number of cell phones in household: 1	2,797	32.0%	104
Number of cell phones in household: 2	3,714	42.5%	111
Number of cell phones in household: 3+	1,761	20.1%	73
HH has cell phone only (no landline telephone)	3,982	45.6%	87
<b>Computers (Households)</b>			
HH owns a computer	6,065	69.4%	93
HH owns desktop computer	3,487	39.9%	104
HH owns laptop/notebook	4,188	47.9%	85
HH owns any Apple/Mac brand computer	957	10.9%	62
HH owns any PC/non-Apple brand computer	5,574	63.8%	102
HH purchased most recent computer in a store	2,987	34.2%	92
HH purchased most recent computer online	991	11.3%	84
Spent <\$500 on most recent home computer	1,472	16.8%	111
Spent \$500-\$999 on most recent home computer	1,557	17.8%	101
Spent \$1,000-\$1,499 on most recent home computer	620	7.1%	75
Spent \$1,500-\$1,999 on most recent home computer	462	5.3%	114
Spent \$2,000+ on most recent home computer	223	2.6%	63

**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 2018 and 2023.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	11,000	63.6%	102
Bought brewed coffee at convenience store in last 30 days	2,403	13.9%	103
Bought cigarettes at convenience store in last 30 days	2,467	14.3%	131
Bought gas at convenience store in last 30 days	7,785	45.0%	122
Spent at convenience store in last 30 days: <\$20	1,107	6.4%	89
Spent at convenience store in last 30 days: \$20-\$39	1,409	8.1%	85
Spent at convenience store in last 30 days: \$40-\$50	1,487	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	784	4.5%	81
Spent at convenience store in last 30 days: \$100+	4,956	28.7%	129
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,513	49.2%	83
Went to live theater in last 12 months	1,870	10.8%	93
Went to a bar/night club in last 12 months	2,451	14.2%	81
Dined out in last 12 months	8,359	48.3%	95
Gambled at a casino in last 12 months	2,085	12.1%	93
Visited a theme park in last 12 months	2,070	12.0%	63
Viewed movie (video-on-demand) in last 30 days	1,802	10.4%	57
Viewed TV show (video-on-demand) in last 30 days	1,441	8.3%	60
Watched any pay-per-view TV in last 12 months	1,545	8.9%	81
Downloaded a movie over the Internet in last 30 days	965	5.6%	62
Downloaded any individual song in last 6 months	2,573	14.9%	74
Watched a movie online in the last 30 days	2,276	13.2%	55
Watched a TV program online in last 30 days	1,581	9.1%	51
Played a video/electronic game (console) in last 12 months	1,273	7.4%	81
Played a video/electronic game (portable) in last 12 months	803	4.6%	89
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,609	26.6%	84
Used ATM/cash machine in last 12 months	7,762	44.9%	84
Own any stock	1,109	6.4%	89
Own U.S. savings bond	851	4.9%	102
Own shares in mutual fund (stock)	992	5.7%	83
Own shares in mutual fund (bonds)	880	5.1%	107
Have interest checking account	5,368	31.0%	105
Have non-interest checking account	5,060	29.3%	99
Have savings account	9,326	53.9%	92
Have 401K retirement savings plan	1,902	11.0%	71
Own/used any credit/debit card in last 12 months	13,298	76.9%	96
Avg monthly credit card expenditures: <\$111	1,756	10.2%	84
Avg monthly credit card expenditures: \$111-\$225	1,038	6.0%	84
Avg monthly credit card expenditures: \$226-\$450	1,195	6.9%	102
Avg monthly credit card expenditures: \$451-\$700	739	4.3%	69
Avg monthly credit card expenditures: \$701-\$1,000	951	5.5%	94
Avg monthly credit card expenditures: \$1,001+	2,095	12.1%	111
Did banking online in last 12 months	4,701	27.2%	69
Did banking on mobile device in last 12 months	2,615	15.1%	64
Paid bills online in last 12 months	6,413	37.1%	75

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,361	72.8%	106
Used bread in last 6 months	8,248	94.4%	101
Used chicken (fresh or frozen) in last 6 months	6,040	69.1%	100
Used turkey (fresh or frozen) in last 6 months	1,399	16.0%	105
Used fish/seafood (fresh or frozen) in last 6 months	4,711	53.9%	98
Used fresh fruit/vegetables in last 6 months	7,739	88.5%	102
Used fresh milk in last 6 months	7,785	89.1%	103
Used organic food in last 6 months	1,452	16.6%	70
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,323	25.0%	90
Exercise at club 2+ times per week	1,412	8.2%	57
Visited a doctor in last 12 months	14,224	82.2%	107
Used vitamin/dietary supplement in last 6 months	9,892	57.2%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,664	30.5%	109
Used housekeeper/maid/professional HH cleaning service in last 12	1,025	11.7%	84
Purchased low ticket HH furnishings in last 12 months	1,396	16.0%	95
Purchased big ticket HH furnishings in last 12 months	1,719	19.7%	90
Bought any small kitchen appliance in last 12 months	2,325	26.6%	119
Bought any large kitchen appliance in last 12 months	1,239	14.2%	100
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	8,308	48.0%	108
Carry medical/hospital/accident insurance	13,027	75.3%	101
Carry homeowner insurance	9,461	54.7%	116
Carry renter's insurance	933	5.4%	63
Have auto insurance: 1 vehicle in household covered	2,498	28.6%	93
Have auto insurance: 2 vehicles in household covered	2,352	26.9%	93
Have auto insurance: 3+ vehicles in household covered	2,676	30.6%	134
<b>Pets (Households)</b>			
Household owns any pet	5,645	64.6%	119
Household owns any cat	2,410	27.6%	120
Household owns any dog	4,716	54.0%	129
<b>Psychographics (Adults)</b>			
Buying American is important to me	9,131	52.8%	130
Usually buy items on credit rather than wait	2,050	11.9%	91
Usually buy based on quality - not price	3,615	20.9%	108
Price is usually more important than brand name	5,110	29.5%	106
Usually use coupons for brands I buy often	3,455	20.0%	111
Am interested in how to help the environment	2,703	15.6%	86
Usually pay more for environ safe product	2,071	12.0%	84
Usually value green products over convenience	1,980	11.4%	101
Likely to buy a brand that supports a charity	6,179	35.7%	103
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,950	11.3%	85
Bought hardcover book in last 12 months	3,185	18.4%	93
Bought paperback book in last 12 month	4,449	25.7%	89
Read any daily newspaper (paper version)	3,813	22.0%	107
Read any digital newspaper in last 30 days	4,857	28.1%	75
Read any magazine (paper/electronic version) in last 6 months	15,471	89.5%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	12,840	74.2%	98
Went to family restaurant/steak house: 4+ times a month	4,531	26.2%	97
Went to fast food/drive-in restaurant in last 6 months	15,844	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	6,078	35.1%	89
Fast food/drive-in last 6 months: eat in	6,500	37.6%	102
Fast food/drive-in last 6 months: home delivery	809	4.7%	56
Fast food/drive-in last 6 months: take-out/drive-thru	8,524	49.3%	104
Fast food/drive-in last 6 months: take-out/walk-in	2,942	17.0%	81
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	6,126	35.4%	77
Own any e-reader	1,055	6.1%	82
Own e-reader/tablet: iPad	3,349	19.4%	73
HH has Internet connectable TV	2,153	24.6%	95
Own any portable MP3 player	2,713	15.7%	73
HH owns 1 TV	1,626	18.6%	89
HH owns 2 TVs	2,289	26.2%	97
HH owns 3 TVs	2,030	23.2%	111
HH owns 4+ TVs	1,778	20.3%	114
HH subscribes to cable TV	2,734	31.3%	70
HH subscribes to fiber optic	419	4.8%	60
HH owns portable GPS navigation device	2,312	26.5%	106
HH purchased video game system in last 12 mos	487	5.6%	65
HH owns any Internet video device for TV	1,211	13.9%	68
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	8,235	47.6%	91
Took 3+ domestic non-business trips in last 12 months	2,207	12.8%	107
Spent on domestic vacations in last 12 months: <\$1,000	1,451	8.4%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,045	6.0%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	537	3.1%	79
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	576	3.3%	87
Spent on domestic vacations in last 12 months: \$3,000+	1,405	8.1%	129
Domestic travel in the 12 months: used general travel website	1,081	6.3%	90
Foreign travel in last 3 years	3,344	19.3%	73
Took 3+ foreign trips by plane in last 3 years	567	3.3%	68
Spent on foreign vacations in last 12 months: <\$1,000	680	3.9%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	348	2.0%	53
Spent on foreign vacations in last 12 months: \$3,000+	664	3.8%	65
Foreign travel in last 3 years: used general travel website	775	4.5%	74
Nights spent in hotel/motel in last 12 months: any	7,069	40.9%	94
Took cruise of more than one day in last 3 years	1,503	8.7%	101
Member of any frequent flyer program	2,065	11.9%	69
Member of any hotel rewards program	2,956	17.1%	102

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