

Finances Market Potential

6456-7098 Mondello Way
6456-7098 Mondello Way, Bossier City, Louisiana, 71111
Drive time: 5 minute radius



Demographic Summary	2025	2030
Population	6,588	6,744
Population 18+	5,219	5,404
Households	2,660	2,735
Median Household Income	\$75,383	\$81,705

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Local/Community Bank Last 12 Mo	609	11.7%	118
Used Bank of America Bank Last 12 Mo	695	13.3%	87
Used Capital One Bank Last 12 Mo	511	9.8%	92
Used Chase Bank Last 12 Mo	961	18.4%	90
Used Citizens Bank Last 12 Mo	128	2.5%	114
Used Citibank Bank Last 12 Mo	272	5.2%	89
Used PNC Bank Last 12 Mo	294	5.6%	125
Used U.S. Bank Last 12 Mo	253	4.8%	117
Used Wells Fargo Bank Last 12 Mo	713	13.7%	100
Did Banking in Person Last 12 Mo	2,933	56.2%	107
Did Banking by Mail Last 12 Mo	146	2.8%	99
Did Banking by Phone Last 12 Mo	531	10.2%	97
Did Online Banking Last 12 Mo	3,098	59.4%	107
Did Mobile Device Banking Last 12 Mo	2,626	50.3%	103
Did Banking with Paperless Statements Last 12 Mo	2,398	46.0%	108
Used ATM or Cash Machine Last 12 Mo	3,235	62.0%	102
Used Direct Deposit of Paycheck Last 12 Mo	3,231	61.9%	108
Have Interest Checking Account	2,231	42.8%	114
Have Non-Interest Checking Account	1,955	37.5%	103
Have Savings Account	4,052	77.6%	108
Have Overdraft Protection	1,976	37.9%	113
Have Auto Loan	1,390	26.6%	117
Have Education Personal Loan (Student Loan)	478	9.2%	104
Have Personal Loan (Not for Education)	252	4.8%	102

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have 1st Home Mortgage	2,168	41.5%	118
Have 2nd Mortgage (Home Equity Loan)	285	5.5%	124
Have Home Equity Line of Credit	258	4.9%	131
Have Personal Line of Credit	338	6.5%	107
Have 401(k)/403(b) Loan	125	2.4%	107
Have 401(k) Retirement Savings Plan	1,408	27.0%	112
Have 403(b) Retirement Savings Plan	294	5.6%	105
Have 457(b) Retirement Savings Plan	94	1.8%	99
Have 529 College Savings Plan	265	5.1%	116
Have Roth IRA Retirement Savings Plan	931	17.8%	109
Have Traditional IRA Retirement Savings Plan	1,038	19.9%	110
Have Pension Plan	724	13.9%	116
Own Any Annuity	247	4.7%	112
Own Any Securities Investment	3,079	59.0%	112
Own Certificate of Deposit (More Than 6 Mo)	360	6.9%	117
Own Cryptocurrency Investment	161	3.1%	97
Own Any Stock	780	14.9%	109
Own Common Stock in Company You Work For	198	3.8%	105
Own Common Stock in Company You Don't Work For	597	11.4%	107
Own Shares in Exchange Traded Fund	215	4.1%	102
Own Shares in Money Market Fund	491	9.4%	115
Own Shares in Mutual Fund (Bonds)	436	8.3%	109
Own Shares in Mutual Fund (Stocks)	696	13.3%	111
Own U.S. Savings Bonds	454	8.7%	116
Own Investment Real Estate	242	4.6%	100
Own Vacation or Weekend Home	238	4.6%	112
Used Lawyer Last 12 Mo	682	13.1%	105
Used Real Estate Agent Last 12 Mo	377	7.2%	106
Used Financial Planner Last 12 Mo	648	12.4%	122

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own 1 Credit Card	971	18.6%	105
Own 2 Credit Cards	1,019	19.5%	107
Own 3 Credit Cards	671	12.9%	102
Own 4 Credit Cards	499	9.6%	114
Own 5 Credit Cards	284	5.4%	105
Own 6+ Credit Cards	586	11.2%	106
Carry Credit Card Balance: 1-Never or Rarely	2,312	44.3%	113
Carry Credit Card Balance: 2-Sometimes	974	18.7%	101
Carry Credit Card Balance: 3-Usually or Always	990	19.0%	99
Avg \$1-110 Monthly Credit Card Expenditures	1,093	20.9%	107
Avg \$111-225 Monthly Credit Card Expenditures	644	12.3%	101
Avg \$226-450 Monthly Credit Card Expenditures	472	9.0%	107
Avg \$451-700 Monthly Credit Card Expenditures	464	8.9%	102
Avg \$701-1000 Monthly Credit Card Expenditures	453	8.7%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	620	11.9%	103
Avg \$2001+ Monthly Credit Card Expenditures	751	14.4%	107
Own 1 Debit Card	2,730	52.3%	102
Own 2 Debit Cards	913	17.5%	103
Own 3+ Debit Cards	257	4.9%	87
Avg \$1-\$90 Debit Card Monthly Expenditures	302	5.8%	93
Avg \$91-\$180 Debit Card Monthly Expenditures	323	6.2%	96
Avg \$181-\$225 Debit Card Monthly Expenditures	254	4.9%	99
Avg \$226-\$450 Debit Card Monthly Expenditures	424	8.1%	99
Avg \$451-\$700 Debit Card Monthly Expenditures	461	8.8%	100
Avg \$701-\$1,000 Debit Card Monthly Expenditures	416	8.0%	108
Avg \$1,001-\$2,000 Debit Card Monthly Expenditures	348	6.7%	107
Avg \$2,001+ Debit Card Monthly Expenditures	199	3.8%	113
Own or Used Any Credit/Debit Card Last 12 Mo	4,925	94.4%	102
Own or Used Any Major Credit/Debit Card Last 12 Mo	4,665	89.4%	103
Own or Used Any Store Credit Card Last 12 Mo	1,700	32.6%	109
Have Credit/Debit Card with Airline Miles Rewards	702	13.4%	101
Have Credit/Debit Card with Cash Back Rewards	2,542	48.7%	107
Have Credit/Debit Card with Hotel or Car Rental Rewards	215	4.1%	96
Have Credit/Debit Card w/Points Rewards	1,137	21.8%	106

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have American Express Green Card in Own Name	117	2.2%	104
Have American Express Blue Card in Own Name	258	4.9%	95
Have American Express Gold Card in Own Name	166	3.2%	97
Have American Express Platinum Card in Own Name	188	3.6%	98
Have Discover Card in Own Name	989	18.9%	110
Have MasterCard Standard Card in Own Name	1,201	23.0%	108
Have MasterCard World/World Elite Card in Own Name	156	3.0%	101
Have MasterCard Debit Card in Own Name	1,110	21.3%	101
Have Visa Standard or Classic Card in Own Name	1,724	33.0%	107
Have Visa Signature Card in Own Name	529	10.1%	99
Have Visa Debit Card in Own Name	2,549	48.8%	102
Paid Bills by Mail Last 12 Mo	1,618	31.0%	113
Paid Bills in Person Last 12 Mo	730	14.0%	90
Paid Bills by Phone Using Credit Card Last 12 Mo	857	16.4%	97
Paid Bills by Auto Charge to Credit Card Last 12 Mo	1,780	34.1%	109
Paid Bills by Auto Deduct from Bank Acct Last 12 Mo	2,493	47.8%	112
Paid Bills Thru Website Using Computer/12 Mo	2,964	56.8%	107
Paid Bills Thru Website Using Mobile Phone/12 Mo	2,181	41.8%	100
Paid Bills Using Mobile App/12 Mo	1,682	32.2%	101
Wired or Sent Money Last 6 Mo	799	15.3%	85
Wired or Sent Money with Bank Wire Transfer Last 6 Mo	274	5.3%	90
Wired or Sent Money with MoneyGram Last 6 Mo	63	1.2%	71
Wired or Sent Money with Money Order Last 6 Mo	214	4.1%	86
Wired or Sent Money with Western Union Last 6 Mo	108	2.1%	64
Wired or Sent Money with US Postal Service Last 6 Mo	180	3.5%	94
Used Apple Pay Digital Payment Service Last 30 Days	901	17.3%	92
Used Cash App Digital Payment Service Last 30 Days	517	9.9%	85
Used Google Pay Digital Payment Service Last 30 Days	372	7.1%	92
Used MC Click to Pay Digital Pymt Svc/30 Days	109	2.1%	79
Used PayPal Digital Payment Service Last 30 Days	1,510	28.9%	103
Used Samsung Pay Digital Payment Service Last 30 Days	76	1.5%	75
Used Venmo Digital Payment Service Last 30 Days	1,226	23.5%	101
Used Visa Click to Pay Digital Payment Service Last 30 Days	218	4.2%	102
Used Zelle Digital Payment Service Last 30 Days	935	17.9%	85

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Oth Digital Payment Service Last 30 Days	108	2.1%	91
Did Manual Tax Preparation	1,021	19.6%	107
Used H&R Block Software to Prepare Taxes	381	7.3%	108
Used TurboTax Software Program to Prepare Taxes	1,079	20.7%	111
Used Online Program/Service to Prepare Taxes	1,137	21.8%	105
Used H&R Block Online to Prepare Taxes	171	3.3%	105
Used TurboTax Online to Prepare Taxes	628	12.0%	107
Used H&R Block On-Site Tax Service to Prepare Taxes	187	3.6%	104
Used CPA or Other Tax Professional to Prepare Taxes	965	18.5%	107

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