

Retail 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 or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	3,447	66.0%	104
Bought Women`s Clothing Last 12 Mo	2,777	53.2%	102
Bought Shoes Last 12 Mo	4,050	77.6%	102
Bought Fine Jewelry Last 12 Mo	1,090	20.9%	95
Bought Watch Last 12 Mo	628	12.0%	94
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,487	93.5%	105
HH Bought or Leased New Vehicle Last 12 Mo	236	8.9%	105
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	4,885	93.6%	105
Bought or Changed Motor Oil Last 12 Mo	2,944	56.4%	104
Had Vehicle Tune-Up Last 12 Mo	1,213	23.2%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	1,880	36.0%	94
Drank Beer or Ale Last 6 Mo	2,013	38.6%	104

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.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	503	9.6%	113
Own Digital SLR Camera or Camcorder	561	10.8%	111
Printed Digital Photos Last 12 Mo	1,373	26.3%	105
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	1,691	32.4%	94
Have a Smartphone	4,968	95.2%	101
Have Android Phone (Any Brand) Smartphone	1,975	37.8%	101
Have Apple iPhone Smartphone	3,110	59.6%	102
HH Owns 1 Cell Phone	741	27.9%	93
HH Owns 2 Cell Phones	1,112	41.8%	108
HH Owns 3+ Cell Phones	761	28.6%	99
HH Has Cell Phone Only (No Landline Telephone)	2,059	77.4%	103
Computers (Households)			
HH Owns Computer	2,277	85.6%	103
HH Owns Desktop Computer	1,051	39.5%	106
HH Owns Laptop or Notebook	1,885	70.9%	103
HH Owns Apple or Mac Brand Computer	646	24.3%	97
HH Owns PC or Non-Apple Brand Computer	1,926	72.4%	105
HH Purchased Most Recent Home Computer at Store	1,008	37.9%	108
HH Purchased Most Recent Home Computer Online	730	27.4%	102
HH Spent \$1-499 on Most Recent Home Computer	383	14.4%	111
HH Spent \$500-999 on Most Recent Home Computer	486	18.3%	103
HH Spent \$1K-1499 on Most Recent Home Computer	314	11.8%	106
HH Spent \$1500-1999 on Most Recent Home Computer	122	4.6%	113
HH Spent \$2000+ on Most Recent Home Computer	174	6.5%	104

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	3,577	68.5%	104
Bought Brewed Coffee at Convenience Store Last 30 Days	683	13.1%	104
Bought Cigarettes at Convenience Store Last 30 Days	278	5.3%	93
Bought Gas at Convenience Store Last 30 Days	2,320	44.5%	109
Spent \$1-19 at Convenience Store Last 30 Days	335	6.4%	102
Spent \$20-39 at Convenience Store Last 30 Days	419	8.0%	99
Spent \$40-50 at Convenience Store Last 30 Days	325	6.2%	98
Spent \$51-99 at Convenience Store Last 30 Days	307	5.9%	110
Spent \$100+ at Convenience Store Last 30 Days	1,354	25.9%	105
Entertainment (Adults)			
Attended Movie Last 6 Mo	2,793	53.5%	101
Went to Live Theater Last 12 Mo	678	13.0%	112
Went to Bar or Night Club Last 12 Mo	1,074	20.6%	106
Dined Out Last 12 Mo	3,144	60.2%	107
Gambled at Casino Last 12 Mo	677	13.0%	101
Visited Theme Park Last 12 Mo	914	17.5%	93
Viewed Movie (Video-on-Demand) Last 30 Days	441	8.4%	103
Viewed TV Show (Video-on-Demand) Last 30 Days	263	5.0%	92
Used Internet to Download Movie Last 30 Days	331	6.3%	94
Downloaded Individual Song Last 6 Mo	895	17.1%	94
Used Internet to Watch Movie Last 30 Days	1,768	33.9%	96
Used Internet to Watch TV Program Last 30 Days	1,188	22.8%	100
Played (Console) Video or Electronic Game Last 12 Mo	660	12.7%	99
Played (Portable) Video or Electronic Game Last 12 Mo	379	7.3%	100

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	2,168	41.5%	118
Used ATM or Cash Machine Last 12 Mo	3,235	62.0%	102
Own Any Stock	780	14.9%	109
Own U.S. Savings Bonds	454	8.7%	116
Own Shares in Mutual Fund (Stocks)	696	13.3%	111
Own Shares in Mutual Fund (Bonds)	436	8.3%	109
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 401(k) Retirement Savings Plan	1,408	27.0%	112
Own or Used Any Credit or Debit Card Last 12 Mo	4,925	94.4%	102
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
Did Online Banking Last 12 Mo	3,098	59.4%	107
Did Mobile Device Banking Last 12 Mo	2,626	50.3%	103
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,531	95.2%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	2,070	77.8%	102
HH Used Turkey (Fresh or Frozen) Last 6 Mo	569	21.4%	107
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,521	57.2%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,446	92.0%	102
HH Used Fresh Milk Last 6 Mo	2,235	84.0%	103
HH Used Organic Food Last 6 Mo	594	22.3%	90

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	2,488	47.7%	104
Exercise at Club 2+ Times Per Week	671	12.9%	97
Visited Doctor Last 12 Mo	4,324	82.8%	104
Used Vitamins or Dietary Supplements Last 6 Mo	3,454	66.2%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	963	36.2%	107
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	988	37.1%	109
HH Purchased Low Ticket HH Furnishing Last 12 Mo	586	22.0%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	663	24.9%	104
HH Bought Small Kitchen Appliance Last 12 Mo	590	22.2%	97
HH Purchased Large Appliance/12 Mo	513	19.3%	108
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,889	55.4%	110
Personally Carry Any Medical or Hospital or Accident Insurance	4,598	88.1%	104
Homeowner Carries Insurance on Home/Personal Property	3,541	67.8%	115
Renter Carries Insurance on Home/Personal Property	611	11.7%	88
HH Has 1 Vehicle Covered with Auto Insurance	795	29.9%	93
HH Has 2 Vehicles Covered with Auto Insurance	921	34.6%	113
HH Has 3+ Vehicles Covered with Auto Insurance	737	27.7%	109

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,491	56.0%	109
HH Owns 1+ Cats	713	26.8%	112
HH Owns 1+ Dogs	1,107	41.6%	109
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	750	14.4%	90
Buying American Is Important: 4-Agr Cmpl	1,553	29.8%	109
Buy Based on Quality Not Price: 4-Agr Cmpl	691	13.2%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	623	11.9%	97
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	517	9.9%	99
Will Pay More for Environ Safe Products: 4-Agr Cmpl	498	9.5%	87
Buy Based on Price Not Brands: 4-Agr Cmpl	1,411	27.0%	99
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	161	3.1%	78
Reading (Adults)			
Bought Digital Book Last 12 Mo	981	18.8%	106
Bought Hardcover Book Last 12 Mo	1,455	27.9%	108
Bought Paperback Book Last 12 Mo	1,831	35.1%	104
Read Daily Newspaper (Paper Version)	357	6.8%	98
Read Digital Newspaper Last 30 Days	2,749	52.7%	97
Read Magazine (Paper or Electronic Version) Last 6 Mo	4,502	86.3%	99

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	3,981	76.3%	105
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,327	25.4%	104
Went to Fast Food or Drive-In Restaurant Last 6 Mo	4,834	92.6%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,050	39.3%	99
Ordered Eat-In Fast Food Last 6 Mo	1,807	34.6%	104
Ordered Home Delivery Fast Food Last 6 Mo	592	11.3%	92
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	2,755	52.8%	108
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,232	23.6%	103
Television & Electronics (Adults/Households)			
Own Tablet	3,035	58.1%	103
Own E-Reader	940	18.0%	110
Own E-Reader or Tablet: Apple iPad	1,989	38.1%	105
HH Owns Internet Connectable TV	1,180	44.4%	107
Own Portable MP3 Player	446	8.6%	111
HH Owns 1 TV	446	16.8%	85
HH Owns 2 TVs	735	27.6%	99
HH Owns 3 TVs	627	23.6%	107
HH Owns 4+ TVs	655	24.6%	112
HH Subscribes to Cable TV	763	28.7%	101
HH Subscribes to Fiber Optic TV	74	2.8%	86
HH Owns Portable GPS Device	515	19.4%	117
HH Purchased Video Game System Last 12 Mo	140	5.3%	74
HH Owns Internet Video Device for TV	1,479	55.6%	106

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	3,505	67.2%	109
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,063	20.4%	111
Spent \$1-999 on Domestic Vacations Last 12 Mo	617	11.8%	107
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	375	7.2%	104
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	248	4.8%	99
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	367	7.0%	125
Spent \$3K+ on Domestic Vacations Last 12 Mo	723	13.8%	116
Used Internet Travel Site for Domestic Trip Last 12 Mo	332	6.4%	99
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,502	28.8%	94
Took 3+ Foreign Trips by Plane Last 3 Yrs	239	4.6%	82
Spent \$1-999 on Foreign Vacations Last 12 Mo	219	4.2%	99
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	195	3.7%	87
Spent \$3K+ on Foreign Vacations Last 12 Mo	487	9.3%	96
Used General Travel Site: Foreign Trip Last 3 Yrs	242	4.6%	87
Spent Night at Hotel or Motel Last 12 Mo	3,069	58.8%	108
Took Cruise of More Than One Day Last 3 Yrs	484	9.3%	105
Member of Frequent Flyer Program	1,496	28.7%	104
Member of Hotel Rewards Program	1,659	31.8%	108

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