

# Finances Market Potential

351 E Hickpochee Ave & S Oak Street, Labelle, Florida, 33935

351 E Hickpochee Ave, Labelle, Florida, 33935


Ring: 1 mile radius



Demographic Summary	2025	2030
Population	4,221	4,502
Population 18+	3,283	3,577
Households	1,356	1,477
Median Household Income	\$49,159	\$52,422


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Local/Community Bank Last 12 Mo	397	12.1%	123
Used Bank of America Bank Last 12 Mo	348	10.6%	69
Used Capital One Bank Last 12 Mo	266	8.1%	76
Used Chase Bank Last 12 Mo	481	14.7%	72
Used Citizens Bank Last 12 Mo	85	2.6%	121
Used Citibank Bank Last 12 Mo	114	3.5%	60
Used PNC Bank Last 12 Mo	136	4.1%	92
Used U.S. Bank Last 12 Mo	122	3.7%	90
Used Wells Fargo Bank Last 12 Mo	337	10.3%	75
Did Banking in Person Last 12 Mo	1,782	54.3%	104
Did Banking by Mail Last 12 Mo	93	2.8%	100
Did Banking by Phone Last 12 Mo	345	10.5%	100
Did Online Banking Last 12 Mo	1,599	48.7%	88
Did Mobile Device Banking Last 12 Mo	1,478	45.0%	92
Did Banking with Paperless Statements Last 12 Mo	1,268	38.6%	90
Used ATM or Cash Machine Last 12 Mo	1,804	55.0%	91
Used Direct Deposit of Paycheck Last 12 Mo	1,775	54.1%	94
Have Interest Checking Account	1,012	30.8%	82
Have Non-Interest Checking Account	1,200	36.5%	101
Have Savings Account	2,088	63.6%	89
Have Overdraft Protection	894	27.2%	81
Have Auto Loan	747	22.8%	100
Have Education Personal Loan (Student Loan)	278	8.5%	96
Have Personal Loan (Not for Education)	238	7.3%	154

**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	977	29.8%	84
Have 2nd Mortgage (Home Equity Loan)	139	4.2%	96
Have Home Equity Line of Credit	93	2.8%	75
Have Personal Line of Credit	231	7.0%	116
Have 401(k)/403(b) Loan	101	3.1%	138
Have 401(k) Retirement Savings Plan	636	19.4%	80
Have 403(b) Retirement Savings Plan	99	3.0%	56
Have 457(b) Retirement Savings Plan	60	1.8%	101
Have 529 College Savings Plan	95	2.9%	66
Have Roth IRA Retirement Savings Plan	374	11.4%	70
Have Traditional IRA Retirement Savings Plan	428	13.0%	72
Have Pension Plan	313	9.5%	80
Own Any Annuity	93	2.8%	67
Own Any Securities Investment	1,424	43.4%	82
Own Certificate of Deposit (More Than 6 Mo)	161	4.9%	83
Own Cryptocurrency Investment	80	2.4%	77
Own Any Stock	287	8.7%	64
Own Common Stock in Company You Work For	75	2.3%	63
Own Common Stock in Company You Don't Work For	227	6.9%	65
Own Shares in Exchange Traded Fund	74	2.3%	56
Own Shares in Money Market Fund	184	5.6%	69
Own Shares in Mutual Fund (Bonds)	168	5.1%	67
Own Shares in Mutual Fund (Stocks)	288	8.8%	73
Own U.S. Savings Bonds	160	4.9%	65
Own Investment Real Estate	125	3.8%	82
Own Vacation or Weekend Home	102	3.1%	77
Used Lawyer Last 12 Mo	365	11.1%	89
Used Real Estate Agent Last 12 Mo	202	6.2%	90
Used Financial Planner Last 12 Mo	193	5.9%	58

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Own 1 Credit Card	534	16.3%	92
Own 2 Credit Cards	519	15.8%	87
Own 3 Credit Cards	370	11.3%	89
Own 4 Credit Cards	199	6.1%	72
Own 5 Credit Cards	148	4.5%	87
Own 6+ Credit Cards	293	8.9%	84
Carry Credit Card Balance: 1-Never or Rarely	1,026	31.3%	79
Carry Credit Card Balance: 2-Sometimes	579	17.6%	95
Carry Credit Card Balance: 3-Usually or Always	600	18.3%	96
Avg \$1-110 Monthly Credit Card Expenditures	668	20.4%	104
Avg \$111-225 Monthly Credit Card Expenditures	338	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	259	7.9%	94
Avg \$451-700 Monthly Credit Card Expenditures	235	7.2%	82
Avg \$701-1000 Monthly Credit Card Expenditures	192	5.8%	75
Avg \$1001-2000 Monthly Credit Card Expenditures	259	7.9%	68
Avg \$2001+ Monthly Credit Card Expenditures	209	6.4%	47
Own 1 Debit Card	1,593	48.5%	95
Own 2 Debit Cards	540	16.4%	97
Own 3+ Debit Cards	200	6.1%	108
Avg \$1-\$90 Debit Card Monthly Expenditures	199	6.1%	98
Avg \$91-\$180 Debit Card Monthly Expenditures	218	6.6%	103
Avg \$181-\$225 Debit Card Monthly Expenditures	175	5.3%	108
Avg \$226-\$450 Debit Card Monthly Expenditures	304	9.3%	113
Avg \$451-\$700 Debit Card Monthly Expenditures	321	9.8%	111
Avg \$701-\$1,000 Debit Card Monthly Expenditures	256	7.8%	106
Avg \$1,001-\$2,000 Debit Card Monthly Expenditures	217	6.6%	106
Avg \$2,001+ Debit Card Monthly Expenditures	126	3.8%	114
Own or Used Any Credit/Debit Card Last 12 Mo	2,928	89.2%	97
Own or Used Any Major Credit/Debit Card Last 12 Mo	2,689	81.9%	95
Own or Used Any Store Credit Card Last 12 Mo	867	26.4%	88
Have Credit/Debit Card with Airline Miles Rewards	271	8.3%	62
Have Credit/Debit Card with Cash Back Rewards	1,232	37.5%	82
Have Credit/Debit Card with Hotel or Car Rental Rewards	85	2.6%	61
Have Credit/Debit Card w/Points Rewards	533	16.2%	79

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 **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 American Express Green Card in Own Name	57	1.7%	81
Have American Express Blue Card in Own Name	101	3.1%	59
Have American Express Gold Card in Own Name	99	3.0%	92
Have American Express Platinum Card in Own Name	75	2.3%	62
Have Discover Card in Own Name	491	15.0%	86
Have MasterCard Standard Card in Own Name	626	19.1%	90
Have MasterCard World/World Elite Card in Own Name	70	2.1%	72
Have MasterCard Debit Card in Own Name	754	23.0%	109
Have Visa Standard or Classic Card in Own Name	781	23.8%	77
Have Visa Signature Card in Own Name	228	6.9%	68
Have Visa Debit Card in Own Name	1,544	47.0%	98
Paid Bills by Mail Last 12 Mo	894	27.2%	100
Paid Bills in Person Last 12 Mo	706	21.5%	138
Paid Bills by Phone Using Credit Card Last 12 Mo	608	18.5%	110
Paid Bills by Auto Charge to Credit Card Last 12 Mo	840	25.6%	82
Paid Bills by Auto Deduct from Bank Acct Last 12 Mo	1,342	40.9%	96
Paid Bills Thru Website Using Computer/12 Mo	1,515	46.1%	87
Paid Bills Thru Website Using Mobile Phone/12 Mo	1,448	44.1%	106
Paid Bills Using Mobile App/12 Mo	1,072	32.6%	102
Wired or Sent Money Last 6 Mo	549	16.7%	93
Wired or Sent Money with Bank Wire Transfer Last 6 Mo	147	4.5%	77
Wired or Sent Money with MoneyGram Last 6 Mo	92	2.8%	164
Wired or Sent Money with Money Order Last 6 Mo	197	6.0%	125
Wired or Sent Money with Western Union Last 6 Mo	103	3.1%	97
Wired or Sent Money with US Postal Service Last 6 Mo	111	3.4%	92
Used Apple Pay Digital Payment Service Last 30 Days	506	15.4%	82
Used Cash App Digital Payment Service Last 30 Days	467	14.2%	122
Used Google Pay Digital Payment Service Last 30 Days	255	7.8%	101
Used MC Click to Pay Digital Pymt Svc/30 Days	106	3.2%	123
Used PayPal Digital Payment Service Last 30 Days	841	25.6%	92
Used Samsung Pay Digital Payment Service Last 30 Days	52	1.6%	81
Used Venmo Digital Payment Service Last 30 Days	555	16.9%	73
Used Visa Click to Pay Digital Payment Service Last 30 Days	136	4.1%	101
Used Zelle Digital Payment Service Last 30 Days	515	15.7%	75

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Oth Digital Payment Service Last 30 Days	91	2.8%	122
Did Manual Tax Preparation	577	17.6%	96
Used H&R Block Software to Prepare Taxes	214	6.5%	96
Used TurboTax Software Program to Prepare Taxes	564	17.2%	92
Used Online Program/Service to Prepare Taxes	757	23.1%	111
Used H&R Block Online to Prepare Taxes	132	4.0%	129
Used TurboTax Online to Prepare Taxes	383	11.7%	104
Used H&R Block On-Site Tax Service to Prepare Taxes	141	4.3%	125
Used CPA or Other Tax Professional to Prepare Taxes	395	12.0%	70

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351 E Hickpochee Ave, Labelle, Florida, 33935


Ring: 3 mile radius



Demographic Summary	2025	2030
Population	16,387	17,263
Population 18+	12,424	13,348
Households	5,198	5,606
Median Household Income	\$48,328	\$53,533


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Local/Community Bank Last 12 Mo	1,229	9.9%	100
Used Bank of America Bank Last 12 Mo	1,671	13.4%	88
Used Capital One Bank Last 12 Mo	1,060	8.5%	80
Used Chase Bank Last 12 Mo	2,120	17.1%	83
Used Citizens Bank Last 12 Mo	223	1.8%	84
Used Citibank Bank Last 12 Mo	494	4.0%	68
Used PNC Bank Last 12 Mo	463	3.7%	82
Used U.S. Bank Last 12 Mo	406	3.3%	79
Used Wells Fargo Bank Last 12 Mo	1,557	12.5%	92
Did Banking in Person Last 12 Mo	6,405	51.5%	98
Did Banking by Mail Last 12 Mo	265	2.1%	75
Did Banking by Phone Last 12 Mo	1,350	10.9%	104
Did Online Banking Last 12 Mo	5,926	47.7%	86
Did Mobile Device Banking Last 12 Mo	5,620	45.2%	93
Did Banking with Paperless Statements Last 12 Mo	4,709	37.9%	89
Used ATM or Cash Machine Last 12 Mo	6,914	55.6%	92
Used Direct Deposit of Paycheck Last 12 Mo	6,337	51.0%	89
Have Interest Checking Account	3,626	29.2%	78
Have Non-Interest Checking Account	4,334	34.9%	96
Have Savings Account	7,720	62.1%	87
Have Overdraft Protection	3,374	27.2%	81
Have Auto Loan	2,611	21.0%	93
Have Education Personal Loan (Student Loan)	965	7.8%	88
Have Personal Loan (Not for Education)	727	5.8%	124

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have 1st Home Mortgage	3,528	28.4%	80
Have 2nd Mortgage (Home Equity Loan)	389	3.1%	71
Have Home Equity Line of Credit	285	2.3%	61
Have Personal Line of Credit	777	6.3%	103
Have 401(k)/403(b) Loan	293	2.4%	106
Have 401(k) Retirement Savings Plan	2,274	18.3%	76
Have 403(b) Retirement Savings Plan	304	2.5%	46
Have 457(b) Retirement Savings Plan	189	1.5%	84
Have 529 College Savings Plan	313	2.5%	57
Have Roth IRA Retirement Savings Plan	1,283	10.3%	63
Have Traditional IRA Retirement Savings Plan	1,506	12.1%	67
Have Pension Plan	1,052	8.5%	71
Own Any Annuity	299	2.4%	57
Own Any Securities Investment	4,992	40.2%	76
Own Certificate of Deposit (More Than 6 Mo)	525	4.2%	72
Own Cryptocurrency Investment	234	1.9%	59
Own Any Stock	1,062	8.6%	62
Own Common Stock in Company You Work For	295	2.4%	66
Own Common Stock in Company You Don't Work For	785	6.3%	59
Own Shares in Exchange Traded Fund	256	2.1%	51
Own Shares in Money Market Fund	672	5.4%	66
Own Shares in Mutual Fund (Bonds)	563	4.5%	59
Own Shares in Mutual Fund (Stocks)	938	7.5%	63
Own U.S. Savings Bonds	488	3.9%	52
Own Investment Real Estate	419	3.4%	73
Own Vacation or Weekend Home	336	2.7%	67
Used Lawyer Last 12 Mo	1,382	11.1%	89
Used Real Estate Agent Last 12 Mo	757	6.1%	89
Used Financial Planner Last 12 Mo	647	5.2%	51

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 **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
Own 1 Credit Card	2,131	17.1%	97
Own 2 Credit Cards	1,970	15.9%	87
Own 3 Credit Cards	1,270	10.2%	81
Own 4 Credit Cards	708	5.7%	68
Own 5 Credit Cards	574	4.6%	89
Own 6+ Credit Cards	1,115	9.0%	85
Carry Credit Card Balance: 1-Never or Rarely	3,408	27.4%	70
Carry Credit Card Balance: 2-Sometimes	2,343	18.9%	102
Carry Credit Card Balance: 3-Usually or Always	2,515	20.2%	106
Avg \$1-110 Monthly Credit Card Expenditures	2,420	19.5%	100
Avg \$111-225 Monthly Credit Card Expenditures	1,280	10.3%	84
Avg \$226-450 Monthly Credit Card Expenditures	990	8.0%	95
Avg \$451-700 Monthly Credit Card Expenditures	958	7.7%	88
Avg \$701-1000 Monthly Credit Card Expenditures	718	5.8%	74
Avg \$1001-2000 Monthly Credit Card Expenditures	945	7.6%	66
Avg \$2001+ Monthly Credit Card Expenditures	875	7.0%	52
Own 1 Debit Card	6,043	48.6%	95
Own 2 Debit Cards	2,075	16.7%	99
Own 3+ Debit Cards	787	6.3%	112
Avg \$1-\$90 Debit Card Monthly Expenditures	793	6.4%	103
Avg \$91-\$180 Debit Card Monthly Expenditures	822	6.6%	103
Avg \$181-\$225 Debit Card Monthly Expenditures	690	5.5%	113
Avg \$226-\$450 Debit Card Monthly Expenditures	1,114	9.0%	109
Avg \$451-\$700 Debit Card Monthly Expenditures	1,131	9.1%	103
Avg \$701-\$1,000 Debit Card Monthly Expenditures	973	7.8%	106
Avg \$1,001-\$2,000 Debit Card Monthly Expenditures	850	6.8%	110
Avg \$2,001+ Debit Card Monthly Expenditures	522	4.2%	125
Own or Used Any Credit/Debit Card Last 12 Mo	10,956	88.2%	96
Own or Used Any Major Credit/Debit Card Last 12 Mo	10,093	81.2%	94
Own or Used Any Store Credit Card Last 12 Mo	3,320	26.7%	89
Have Credit/Debit Card with Airline Miles Rewards	907	7.3%	55
Have Credit/Debit Card with Cash Back Rewards	4,768	38.4%	84
Have Credit/Debit Card with Hotel or Car Rental Rewards	321	2.6%	60
Have Credit/Debit Card w/Points Rewards	1,894	15.2%	74

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have American Express Green Card in Own Name	212	1.7%	80
Have American Express Blue Card in Own Name	303	2.4%	47
Have American Express Gold Card in Own Name	282	2.3%	70
Have American Express Platinum Card in Own Name	276	2.2%	61
Have Discover Card in Own Name	1,886	15.2%	88
Have MasterCard Standard Card in Own Name	2,190	17.6%	83
Have MasterCard World/World Elite Card in Own Name	222	1.8%	60
Have MasterCard Debit Card in Own Name	2,697	21.7%	103
Have Visa Standard or Classic Card in Own Name	2,964	23.9%	78
Have Visa Signature Card in Own Name	879	7.1%	69
Have Visa Debit Card in Own Name	6,082	49.0%	102
Paid Bills by Mail Last 12 Mo	2,865	23.1%	84
Paid Bills in Person Last 12 Mo	2,471	19.9%	128
Paid Bills by Phone Using Credit Card Last 12 Mo	2,272	18.3%	108
Paid Bills by Auto Charge to Credit Card Last 12 Mo	3,080	24.8%	79
Paid Bills by Auto Deduct from Bank Acct Last 12 Mo	4,843	39.0%	91
Paid Bills Thru Website Using Computer/12 Mo	5,592	45.0%	85
Paid Bills Thru Website Using Mobile Phone/12 Mo	5,573	44.9%	107
Paid Bills Using Mobile App/12 Mo	4,196	33.8%	105
Wired or Sent Money Last 6 Mo	2,348	18.9%	105
Wired or Sent Money with Bank Wire Transfer Last 6 Mo	662	5.3%	92
Wired or Sent Money with MoneyGram Last 6 Mo	291	2.3%	137
Wired or Sent Money with Money Order Last 6 Mo	729	5.9%	123
Wired or Sent Money with Western Union Last 6 Mo	438	3.5%	109
Wired or Sent Money with US Postal Service Last 6 Mo	431	3.5%	94
Used Apple Pay Digital Payment Service Last 30 Days	2,100	16.9%	90
Used Cash App Digital Payment Service Last 30 Days	1,811	14.6%	125
Used Google Pay Digital Payment Service Last 30 Days	920	7.4%	96
Used MC Click to Pay Digital Pymt Svc/30 Days	399	3.2%	122
Used PayPal Digital Payment Service Last 30 Days	3,126	25.2%	90
Used Samsung Pay Digital Payment Service Last 30 Days	226	1.8%	93
Used Venmo Digital Payment Service Last 30 Days	1,969	15.8%	68
Used Visa Click to Pay Digital Payment Service Last 30 Days	537	4.3%	106
Used Zelle Digital Payment Service Last 30 Days	2,581	20.8%	99

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Oth Digital Payment Service Last 30 Days	326	2.6%	116
Did Manual Tax Preparation	2,134	17.2%	94
Used H&R Block Software to Prepare Taxes	793	6.4%	94
Used TurboTax Software Program to Prepare Taxes	2,128	17.1%	92
Used Online Program/Service to Prepare Taxes	2,636	21.2%	102
Used H&R Block Online to Prepare Taxes	407	3.3%	105
Used TurboTax Online to Prepare Taxes	1,401	11.3%	100
Used H&R Block On-Site Tax Service to Prepare Taxes	526	4.2%	123
Used CPA or Other Tax Professional to Prepare Taxes	1,522	12.3%	71

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Ring: 5 mile radius



Demographic Summary	2025	2030
Population	22,605	23,980
Population 18+	17,114	18,533
Households	7,233	7,863
Median Household Income	\$51,330	\$57,883


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Local/Community Bank Last 12 Mo	1,659	9.7%	98
Used Bank of America Bank Last 12 Mo	2,364	13.8%	90
Used Capital One Bank Last 12 Mo	1,493	8.7%	82
Used Chase Bank Last 12 Mo	2,991	17.5%	85
Used Citizens Bank Last 12 Mo	276	1.6%	75
Used Citibank Bank Last 12 Mo	699	4.1%	70
Used PNC Bank Last 12 Mo	642	3.8%	83
Used U.S. Bank Last 12 Mo	549	3.2%	78
Used Wells Fargo Bank Last 12 Mo	2,277	13.3%	98
Did Banking in Person Last 12 Mo	8,523	49.8%	95
Did Banking by Mail Last 12 Mo	368	2.1%	76
Did Banking by Phone Last 12 Mo	1,831	10.7%	102
Did Online Banking Last 12 Mo	7,990	46.7%	84
Did Mobile Device Banking Last 12 Mo	7,536	44.0%	90
Did Banking with Paperless Statements Last 12 Mo	6,305	36.8%	86
Used ATM or Cash Machine Last 12 Mo	9,472	55.4%	91
Used Direct Deposit of Paycheck Last 12 Mo	8,568	50.1%	87
Have Interest Checking Account	4,821	28.2%	75
Have Non-Interest Checking Account	5,831	34.1%	94
Have Savings Account	10,460	61.1%	85
Have Overdraft Protection	4,555	26.6%	80
Have Auto Loan	3,449	20.1%	89
Have Education Personal Loan (Student Loan)	1,217	7.1%	81
Have Personal Loan (Not for Education)	925	5.4%	114

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have 1st Home Mortgage	4,783	27.9%	79
Have 2nd Mortgage (Home Equity Loan)	505	3.0%	67
Have Home Equity Line of Credit	405	2.4%	63
Have Personal Line of Credit	1,032	6.0%	99
Have 401(k)/403(b) Loan	353	2.1%	92
Have 401(k) Retirement Savings Plan	3,080	18.0%	74
Have 403(b) Retirement Savings Plan	418	2.4%	46
Have 457(b) Retirement Savings Plan	255	1.5%	82
Have 529 College Savings Plan	389	2.3%	52
Have Roth IRA Retirement Savings Plan	1,653	9.7%	59
Have Traditional IRA Retirement Savings Plan	1,959	11.4%	63
Have Pension Plan	1,393	8.1%	68
Own Any Annuity	388	2.3%	54
Own Any Securities Investment	6,652	38.9%	74
Own Certificate of Deposit (More Than 6 Mo)	690	4.0%	69
Own Cryptocurrency Investment	328	1.9%	60
Own Any Stock	1,375	8.0%	59
Own Common Stock in Company You Work For	411	2.4%	67
Own Common Stock in Company You Don't Work For	992	5.8%	54
Own Shares in Exchange Traded Fund	323	1.9%	47
Own Shares in Money Market Fund	889	5.2%	64
Own Shares in Mutual Fund (Bonds)	745	4.3%	57
Own Shares in Mutual Fund (Stocks)	1,221	7.1%	59
Own U.S. Savings Bonds	670	3.9%	52
Own Investment Real Estate	567	3.3%	71
Own Vacation or Weekend Home	452	2.6%	65
Used Lawyer Last 12 Mo	1,838	10.7%	86
Used Real Estate Agent Last 12 Mo	1,056	6.2%	91
Used Financial Planner Last 12 Mo	870	5.1%	50

**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
Own 1 Credit Card	3,034	17.7%	100
Own 2 Credit Cards	2,586	15.1%	83
Own 3 Credit Cards	1,733	10.1%	80
Own 4 Credit Cards	996	5.8%	69
Own 5 Credit Cards	750	4.4%	84
Own 6+ Credit Cards	1,474	8.6%	81
Carry Credit Card Balance: 1-Never or Rarely	4,521	26.4%	67
Carry Credit Card Balance: 2-Sometimes	3,248	19.0%	102
Carry Credit Card Balance: 3-Usually or Always	3,554	20.8%	109
Avg \$1-110 Monthly Credit Card Expenditures	3,215	18.8%	96
Avg \$111-225 Monthly Credit Card Expenditures	1,681	9.8%	80
Avg \$226-450 Monthly Credit Card Expenditures	1,327	7.8%	92
Avg \$451-700 Monthly Credit Card Expenditures	1,334	7.8%	89
Avg \$701-1000 Monthly Credit Card Expenditures	1,022	6.0%	77
Avg \$1001-2000 Monthly Credit Card Expenditures	1,275	7.5%	65
Avg \$2001+ Monthly Credit Card Expenditures	1,229	7.2%	53
Own 1 Debit Card	8,373	48.9%	95
Own 2 Debit Cards	2,776	16.2%	96
Own 3+ Debit Cards	1,011	5.9%	105
Avg \$1-\$90 Debit Card Monthly Expenditures	1,062	6.2%	100
Avg \$91-\$180 Debit Card Monthly Expenditures	1,124	6.6%	102
Avg \$181-\$225 Debit Card Monthly Expenditures	921	5.4%	109
Avg \$226-\$450 Debit Card Monthly Expenditures	1,531	8.9%	109
Avg \$451-\$700 Debit Card Monthly Expenditures	1,586	9.3%	105
Avg \$701-\$1,000 Debit Card Monthly Expenditures	1,358	7.9%	108
Avg \$1,001-\$2,000 Debit Card Monthly Expenditures	1,122	6.6%	105
Avg \$2,001+ Debit Card Monthly Expenditures	692	4.0%	120
Own or Used Any Credit/Debit Card Last 12 Mo	14,982	87.5%	95
Own or Used Any Major Credit/Debit Card Last 12 Mo	13,771	80.5%	93
Own or Used Any Store Credit Card Last 12 Mo	4,521	26.4%	88
Have Credit/Debit Card with Airline Miles Rewards	1,186	6.9%	52
Have Credit/Debit Card with Cash Back Rewards	6,507	38.0%	83
Have Credit/Debit Card with Hotel or Car Rental Rewards	440	2.6%	60
Have Credit/Debit Card w/Points Rewards	2,556	14.9%	72

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Have American Express Green Card in Own Name	298	1.7%	81
Have American Express Blue Card in Own Name	475	2.8%	53
Have American Express Gold Card in Own Name	356	2.1%	64
Have American Express Platinum Card in Own Name	336	2.0%	53
Have Discover Card in Own Name	2,477	14.5%	84
Have MasterCard Standard Card in Own Name	2,910	17.0%	80
Have MasterCard World/World Elite Card in Own Name	305	1.8%	60
Have MasterCard Debit Card in Own Name	3,590	21.0%	99
Have Visa Standard or Classic Card in Own Name	4,161	24.3%	79
Have Visa Signature Card in Own Name	1,211	7.1%	69
Have Visa Debit Card in Own Name	8,357	48.8%	102
Paid Bills by Mail Last 12 Mo	3,854	22.5%	82
Paid Bills in Person Last 12 Mo	3,441	20.1%	129
Paid Bills by Phone Using Credit Card Last 12 Mo	3,025	17.7%	105
Paid Bills by Auto Charge to Credit Card Last 12 Mo	4,172	24.4%	78
Paid Bills by Auto Deduct from Bank Acct Last 12 Mo	6,428	37.6%	88
Paid Bills Thru Website Using Computer/12 Mo	7,385	43.1%	81
Paid Bills Thru Website Using Mobile Phone/12 Mo	7,563	44.2%	106
Paid Bills Using Mobile App/12 Mo	5,662	33.1%	103
Wired or Sent Money Last 6 Mo	3,332	19.5%	108
Wired or Sent Money with Bank Wire Transfer Last 6 Mo	922	5.4%	93
Wired or Sent Money with MoneyGram Last 6 Mo	414	2.4%	141
Wired or Sent Money with Money Order Last 6 Mo	978	5.7%	119
Wired or Sent Money with Western Union Last 6 Mo	653	3.8%	118
Wired or Sent Money with US Postal Service Last 6 Mo	610	3.6%	97
Used Apple Pay Digital Payment Service Last 30 Days	2,776	16.2%	87
Used Cash App Digital Payment Service Last 30 Days	2,376	13.9%	119
Used Google Pay Digital Payment Service Last 30 Days	1,211	7.1%	92
Used MC Click to Pay Digital Pymt Svc/30 Days	541	3.2%	120
Used PayPal Digital Payment Service Last 30 Days	4,244	24.8%	89
Used Samsung Pay Digital Payment Service Last 30 Days	326	1.9%	98
Used Venmo Digital Payment Service Last 30 Days	2,578	15.1%	65
Used Visa Click to Pay Digital Payment Service Last 30 Days	701	4.1%	100
Used Zelle Digital Payment Service Last 30 Days	3,661	21.4%	102

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Oth Digital Payment Service Last 30 Days	452	2.6%	117
Did Manual Tax Preparation	2,923	17.1%	93
Used H&R Block Software to Prepare Taxes	1,044	6.1%	90
Used TurboTax Software Program to Prepare Taxes	2,829	16.5%	88
Used Online Program/Service to Prepare Taxes	3,509	20.5%	99
Used H&R Block Online to Prepare Taxes	509	3.0%	96
Used TurboTax Online to Prepare Taxes	1,907	11.1%	99
Used H&R Block On-Site Tax Service to Prepare Taxes	666	3.9%	113
Used CPA or Other Tax Professional to Prepare Taxes	2,032	11.9%	69

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