



# Retail Market Potential

Marked Tree Trade Area  
Area: 152.21 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		4,080	3,967
Population 18+		3,223	3,142
Households		1,665	1,630
Median Household Income		\$30,829	\$36,428

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults or HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,799	55.8%	102
Bought any women's clothing in last 12 months	1,498	46.5%	95
Bought any shoes in last 12 months	2,301	71.4%	99
Bought any fine jewelry in last 12 months	505	15.7%	82
Bought a watch in last 12 months	434	13.5%	94
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,506	90.5%	101
HH bought/leased new vehicle last 12 months	132	7.9%	82
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,918	90.5%	102
Bought/changed motor oil in last 12 months	1,779	55.2%	116
Had tune-up in last 12 months	755	23.4%	96
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	1,515	47.0%	120
Drank beer/ale in last 6 months	1,123	34.8%	86
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	306	9.5%	97
Own digital SLR camera/camcorder	199	6.2%	63
Printed digital photos in last 12 months	672	20.9%	82
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,144	35.5%	109
Have a smartphone	2,815	87.3%	95
Have a smartphone: Android phone (any brand)	1,428	44.3%	111
Have a smartphone: Apple iPhone	1,353	42.0%	80
Number of cell phones in household: 1	524	31.5%	103
Number of cell phones in household: 2	679	40.8%	106
Number of cell phones in household: 3+	410	24.6%	85
HH has cell phone only (no landline telephone)	1,035	62.2%	93
<b>Computers (Households)</b>			
HH owns a computer	1,162	69.8%	86
HH owns desktop computer	528	31.7%	84
HH owns laptop/notebook	891	53.5%	82
HH owns any Apple/Mac brand computer	167	10.0%	45
HH owns any PC/non-Apple brand computer	1,065	64.0%	96
HH purchased most recent computer in a store	590	35.4%	96
HH purchased most recent computer online	264	15.9%	70
HH spent \$1-\$499 on most recent home computer	303	18.2%	117
HH spent \$500-\$999 on most recent home computer	274	16.5%	87
HH spent \$1,000-\$1,499 on most recent home computer	160	9.6%	80
HH spent \$1,500-\$1,999 on most recent home computer	38	2.3%	44
HH spent \$2,000+ on most recent home computer	27	1.6%	34

**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 2022 and 2027.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,141	66.4%	106
Bought brewed coffee at convenience store in last 30 days	398	12.3%	99
Bought cigarettes at convenience store in last 30 days	408	12.7%	177
Bought gas at convenience store in last 30 days	1,531	47.5%	126
Spent at convenience store in last 30 days: \$1-19	172	5.3%	70
Spent at convenience store in last 30 days: \$20-\$39	325	10.1%	98
Spent at convenience store in last 30 days: \$40-\$50	279	8.7%	101
Spent at convenience store in last 30 days: \$51-\$99	221	6.9%	114
Spent at convenience store in last 30 days: \$100+	896	27.8%	136
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,353	42.0%	88
Went to live theater in last 12 months	166	5.2%	51
Went to a bar/night club in last 12 months	401	12.4%	73
Dined out in last 12 months	1,471	45.6%	90
Gambled at a casino in last 12 months	289	9.0%	79
Visited a theme park in last 12 months	370	11.5%	80
Viewed movie (video-on-demand) in last 30 days	252	7.8%	60
Viewed TV show (video-on-demand) in last 30 days	152	4.7%	56
Watched any pay-per-view TV in last 12 months	170	5.3%	82
Downloaded a movie over the Internet in last 30 days	190	5.9%	77
Downloaded any individual song in last 6 months	574	17.8%	91
Used internet to watch a movie online in the last 30 days	780	24.2%	71
Used internet to watch a TV program online in last 30 days	490	15.2%	69
Played a video/electronic game (console) in last 12 months	323	10.0%	85
Played a video/electronic game (portable) in last 12 months	169	5.2%	88
<b>Financial (Adults)</b>			
Have home mortgage (1st)	925	28.7%	80
Used ATM/cash machine in last 12 months	1,792	55.6%	92
Own any stock	249	7.7%	64
Own U.S. savings bond	144	4.5%	72
Own shares in mutual fund (stock)	217	6.7%	60
Own shares in mutual fund (bonds)	132	4.1%	58
Have interest checking account	1,037	32.2%	91
Have non-interest checking account	1,167	36.2%	102
Have savings account	1,922	59.6%	87
Have 401K retirement savings plan	528	16.4%	75
Own/used any credit/debit card in last 12 months	2,695	83.6%	94
Avg monthly credit card expenditures: \$1-110	420	13.0%	109
Avg monthly credit card expenditures: \$111-\$225	296	9.2%	116
Avg monthly credit card expenditures: \$226-\$450	207	6.4%	73
Avg monthly credit card expenditures: \$451-\$700	195	6.1%	75
Avg monthly credit card expenditures: \$701-\$1,000	173	5.4%	72
Avg monthly credit card expenditures: \$1001-2000	208	6.5%	65
Avg monthly credit card expenditures: \$2001+	161	5.0%	56
Did banking online in last 12 months	1,428	44.3%	84
Did banking on mobile device in last 12 months	1,120	34.8%	83

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	1,584	95.1%	101
HH used chicken (fresh or frozen) in last 6 months	1,113	66.8%	97
HH used turkey (fresh or frozen) in last 6 months	302	18.1%	125
HH used fish/seafood (fresh or frozen) in last 6 months	904	54.3%	93
HH used fresh fruit/vegetables in last 6 months	1,420	85.3%	97
HH used fresh milk in last 6 months	1,436	86.2%	104
HH used organic food in last 6 months	246	14.8%	59
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	914	28.4%	70
Exercise at club 2+ times per week	200	6.2%	45
Visited a doctor in last 12 months	2,548	79.1%	100
Used vitamin/dietary supplement in last 6 months	1,797	55.8%	92
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	532	32.0%	93
HH used any maid/professional cleaning service in last 12 months	223	13.4%	65
HH purchased low ticket HH furnishings in last 12 months	375	22.5%	104
HH purchased big ticket HH furnishings in last 12 months	415	24.9%	96
HH bought any small kitchen appliance in last 12 months	390	23.4%	92
HH bought any large kitchen appliance in last 12 months	289	17.4%	112
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,637	50.8%	105
Carry medical/hospital/accident insurance	2,596	80.5%	99
Carry homeowner/personal property insurance	1,801	55.9%	99
Carry renter's insurance	310	9.6%	90
HH has auto insurance: 1 vehicle in household covered	460	27.6%	94
HH has auto insurance: 2 vehicles in household covered	491	29.5%	95
HH has auto insurance: 3+ vehicles in household covered	486	29.2%	117
<b>Pets (Households)</b>			
Household owns any pet	1,018	61.1%	117
Household owns any cat	539	32.4%	141
Household owns any dog	802	48.2%	122
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	1,474	45.7%	129
Buy based on quality not price	478	14.8%	86
Buy on credit rather than wait	399	12.4%	94
Only use coupons brands: usually buy	488	15.1%	111
Will pay more for environmentally safe products	344	10.7%	78
Buy based on price not brands	1,019	31.6%	110
Am interested in how to help the environment	459	14.2%	70
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	454	14.1%	81
Bought hardcover book in last 12 months	679	21.1%	86
Bought paperback book in last 12 month	868	26.9%	86
Read any daily newspaper (paper version)	479	14.9%	96
Read any digital newspaper in last 30 days	1,226	38.0%	77
Read any magazine (paper/electronic version) in last 6 months	2,766	85.8%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	2,194	68.1%	102
Went to family restaurant/steak house: 4+ times a month	723	22.4%	108
Went to fast food/drive-in restaurant in last 6 months	2,990	92.8%	103
Went to fast food/drive-in restaurant 9+ times/month	1,397	43.3%	115
Fast food restaurant last 6 months: eat in	836	25.9%	114
Fast food restaurant last 6 months: home delivery	248	7.7%	66
Fast food restaurant last 6 months: take-out/drive-thru	1,966	61.0%	109
Fast food restaurant last 6 months: take-out/walk-in	578	17.9%	84
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,596	49.5%	88
Own any e-reader	292	9.1%	74
Own e-reader/tablet: iPad	784	24.3%	70
HH has Internet connectable TV	673	40.4%	95
Own any portable MP3 player	333	10.3%	76
HH owns 1 TV	304	18.3%	93
HH owns 2 TVs	459	27.6%	100
HH owns 3 TVs	380	22.8%	103
HH owns 4+ TVs	350	21.0%	101
HH subscribes to cable TV	393	23.6%	64
HH subscribes to fiber optic	30	1.8%	33
HH owns portable GPS navigation device	350	21.0%	102
HH purchased video game system in last 12 months	91	5.5%	71
HH owns any Internet video device for TV	667	40.1%	88
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	1,468	45.5%	85
Took 3+ domestic non-business trips in last 12 months	344	10.7%	85
Spent on domestic vacations in last 12 months: \$1-999	353	11.0%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	137	4.3%	68
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	120	3.7%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	79	2.5%	65
Spent on domestic vacations in last 12 months: \$3,000+	125	3.9%	61
Domestic travel in last 12 months: used general travel website	96	3.0%	50
Took foreign trip (including Alaska and Hawaii) in last 3 years	588	18.2%	55
Took 3+ foreign trips by plane in last 3 years	75	2.3%	29
Spent on foreign vacations in last 12 months: \$1-999	141	4.4%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	97	3.0%	78
Spent on foreign vacations in last 12 months: \$3,000+	73	2.3%	38
Foreign travel in last 3 years: used general travel website	123	3.8%	58
Nights spent in hotel/motel in last 12 months: any	1,312	40.7%	90
Took cruise of more than one day in last 3 years	234	7.3%	67
Member of any frequent flyer program	334	10.4%	42
Member of any hotel rewards program	633	19.6%	76

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