

Demographic Summary		2022	2027
Population		6,767	6,667
Population 18+		4,698	4,679
Households		2,013	1,995
Median Household Income		\$33,610	\$38,202

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,278	48.5%	88
Bought any women's clothing in last 12 months	2,303	49.0%	101
Bought any shoes in last 12 months	3,201	68.1%	94
Bought any fine jewelry in last 12 months	1,043	22.2%	116
Bought a watch in last 12 months	754	16.0%	112
Automobiles (Households)			
HH owns/leases any vehicle	1,616	80.3%	90
HH bought/leased new vehicle last 12 months	122	6.1%	63
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,767	80.2%	90
Bought/changed motor oil in last 12 months	2,080	44.3%	93
Had tune-up in last 12 months	1,047	22.3%	91
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	2,372	50.5%	128
Drank beer/ale in last 6 months	1,630	34.7%	85
Cameras (Adults)			
Own digital point & shoot camera/camcorder	216	4.6%	47
Own digital SLR camera/camcorder	207	4.4%	45
Printed digital photos in last 12 months	727	15.5%	61
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,664	35.4%	108
Have a smartphone	4,253	90.5%	98
Have a smartphone: Android phone (any brand)	2,416	51.4%	129
Have a smartphone: Apple iPhone	1,805	38.4%	73
Number of cell phones in household: 1	740	36.8%	120
Number of cell phones in household: 2	610	30.3%	79
Number of cell phones in household: 3+	620	30.8%	106
HH has cell phone only (no landline telephone)	1,400	69.5%	104
Computers (Households)			
HH owns a computer	1,327	65.9%	81
HH owns desktop computer	586	29.1%	77
HH owns laptop/notebook	1,035	51.4%	78
HH owns any Apple/Mac brand computer	248	12.3%	55
HH owns any PC/non-Apple brand computer	1,178	58.5%	88
HH purchased most recent computer in a store	628	31.2%	84
HH purchased most recent computer online	301	15.0%	66
HH spent \$1-\$499 on most recent home computer	352	17.5%	113
HH spent \$500-\$999 on most recent home computer	264	13.1%	69
HH spent \$1,000-\$1,499 on most recent home computer	140	7.0%	58
HH spent \$1,500-\$1,999 on most recent home computer	49	2.4%	46
HH spent \$2,000+ on most recent home computer	54	2.7%	57

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.



Retail Market Potential

Tohono O'odham

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,140	66.8%	107
Bought brewed coffee at convenience store in last 30 days	544	11.6%	93
Bought cigarettes at convenience store in last 30 days	559	11.9%	166
Bought gas at convenience store in last 30 days	1,952	41.5%	110
Spent at convenience store in last 30 days: \$1-19	403	8.6%	113
Spent at convenience store in last 30 days: \$20-\$39	535	11.4%	111
Spent at convenience store in last 30 days: \$40-\$50	458	9.7%	114
Spent at convenience store in last 30 days: \$51-\$99	268	5.7%	94
Spent at convenience store in last 30 days: \$100+	1,201	25.6%	125
Entertainment (Adults)			
Attended a movie in last 6 months	1,874	39.9%	83
Went to live theater in last 12 months	203	4.3%	43
Went to a bar/night club in last 12 months	523	11.1%	66
Dined out in last 12 months	1,751	37.3%	74
Gambled at a casino in last 12 months	589	12.5%	110
Visited a theme park in last 12 months	541	11.5%	80
Viewed movie (video-on-demand) in last 30 days	449	9.6%	74
Viewed TV show (video-on-demand) in last 30 days	283	6.0%	71
Watched any pay-per-view TV in last 12 months	204	4.3%	68
Downloaded a movie over the Internet in last 30 days	344	7.3%	96
Downloaded any individual song in last 6 months	893	19.0%	97
Used internet to watch a movie online in the last 30 days	1,451	30.9%	90
Used internet to watch a TV program online in last 30 days	866	18.4%	84
Played a video/electronic game (console) in last 12 months	450	9.6%	82
Played a video/electronic game (portable) in last 12 months	226	4.8%	81
Financial (Adults)			
Have home mortgage (1st)	1,116	23.8%	66
Used ATM/cash machine in last 12 months	2,543	54.1%	90
Own any stock	234	5.0%	41
Own U.S. savings bond	154	3.3%	53
Own shares in mutual fund (stock)	148	3.2%	28
Own shares in mutual fund (bonds)	174	3.7%	53
Have interest checking account	1,025	21.8%	62
Have non-interest checking account	1,448	30.8%	87
Have savings account	2,560	54.5%	79
Have 401K retirement savings plan	660	14.0%	64
Own/used any credit/debit card in last 12 months	3,749	79.8%	90
Avg monthly credit card expenditures: \$1-110	547	11.6%	97
Avg monthly credit card expenditures: \$111-\$225	340	7.2%	92
Avg monthly credit card expenditures: \$226-\$450	334	7.1%	81
Avg monthly credit card expenditures: \$451-\$700	320	6.8%	85
Avg monthly credit card expenditures: \$701-\$1,000	223	4.7%	63
Avg monthly credit card expenditures: \$1001-2000	231	4.9%	49
Avg monthly credit card expenditures: \$2001+	180	3.8%	43
Did banking online in last 12 months	1,880	40.0%	75
Did banking on mobile device in last 12 months	1,501	31.9%	76

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February 21, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	1,890	93.9%	99
HH used chicken (fresh or frozen) in last 6 months	1,320	65.6%	96
HH used turkey (fresh or frozen) in last 6 months	319	15.8%	109
HH used fish/seafood (fresh or frozen) in last 6 months	1,191	59.2%	102
HH used fresh fruit/vegetables in last 6 months	1,687	83.8%	96
HH used fresh milk in last 6 months	1,706	84.7%	102
HH used organic food in last 6 months	318	15.8%	63
Health (Adults)			
Exercise at home 2+ times per week	1,558	33.2%	82
Exercise at club 2+ times per week	400	8.5%	62
Visited a doctor in last 12 months	3,446	73.4%	92
Used vitamin/dietary supplement in last 6 months	2,628	55.9%	92
Home (Households)			
HH did any home improvement in last 12 months	552	27.4%	80
HH used any maid/professional cleaning service in last 12 months	293	14.6%	71
HH purchased low ticket HH furnishings in last 12 months	453	22.5%	104
HH purchased big ticket HH furnishings in last 12 months	500	24.8%	95
HH bought any small kitchen appliance in last 12 months	471	23.4%	92
HH bought any large kitchen appliance in last 12 months	361	17.9%	115
Insurance (Adults/Households)			
Currently carry life insurance	2,237	47.6%	99
Carry medical/hospital/accident insurance	3,439	73.2%	90
Carry homeowner/personal property insurance	1,928	41.0%	73
Carry renter's insurance	495	10.5%	99
HH has auto insurance: 1 vehicle in household covered	620	30.8%	105
HH has auto insurance: 2 vehicles in household covered	515	25.6%	83
HH has auto insurance: 3+ vehicles in household covered	379	18.8%	76
Pets (Households)			
Household owns any pet	919	45.7%	87
Household owns any cat	352	17.5%	76
Household owns any dog	747	37.1%	94
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,694	36.1%	102
Buy based on quality not price	861	18.3%	107
Buy on credit rather than wait	708	15.1%	114
Only use coupons brands: usually buy	786	16.7%	123
Will pay more for environmentally safe products	598	12.7%	93
Buy based on price not brands	1,385	29.5%	102
Am interested in how to help the environment	936	19.9%	97
Reading (Adults)			
Bought digital book in last 12 months	612	13.0%	75
Bought hardcover book in last 12 months	874	18.6%	76
Bought paperback book in last 12 month	1,230	26.2%	84
Read any daily newspaper (paper version)	868	18.5%	120
Read any digital newspaper in last 30 days	1,939	41.3%	83
Read any magazine (paper/electronic version) in last 6 months	4,069	86.6%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,086	65.7%	98
Went to family restaurant/steak house: 4+ times a month	1,110	23.6%	114
Went to fast food/drive-in restaurant in last 6 months	4,344	92.5%	102
Went to fast food/drive-in restaurant 9+ times/month	1,928	41.0%	108
Fast food restaurant last 6 months: eat in	979	20.8%	92
Fast food restaurant last 6 months: home delivery	521	11.1%	96
Fast food restaurant last 6 months: take-out/drive-thru	2,682	57.1%	102
Fast food restaurant last 6 months: take-out/walk-in	990	21.1%	99
Television & Electronics (Adults/Households)			
Own any tablet	2,359	50.2%	89
Own any e-reader	360	7.7%	63
Own e-reader/tablet: iPad	1,151	24.5%	71
HH has Internet connectable TV	785	39.0%	91
Own any portable MP3 player	547	11.6%	85
HH owns 1 TV	386	19.2%	98
HH owns 2 TVs	526	26.1%	95
HH owns 3 TVs	434	21.6%	98
HH owns 4+ TVs	455	22.6%	109
HH subscribes to cable TV	744	37.0%	99
HH subscribes to fiber optic	73	3.6%	67
HH owns portable GPS navigation device	344	17.1%	83
HH purchased video game system in last 12 months	169	8.4%	108
HH owns any Internet video device for TV	934	46.4%	102
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,760	37.5%	70
Took 3+ domestic non-business trips in last 12 months	297	6.3%	50
Spent on domestic vacations in last 12 months: \$1-999	381	8.1%	65
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	196	4.2%	67
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	90	1.9%	51
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	105	2.2%	59
Spent on domestic vacations in last 12 months: \$3,000+	93	2.0%	31
Domestic travel in last 12 months: used general travel website	108	2.3%	39
Took foreign trip (including Alaska and Hawaii) in last 3 years	902	19.2%	58
Took 3+ foreign trips by plane in last 3 years	174	3.7%	47
Spent on foreign vacations in last 12 months: \$1-999	235	5.0%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	118	2.5%	65
Spent on foreign vacations in last 12 months: \$3,000+	108	2.3%	38
Foreign travel in last 3 years: used general travel website	126	2.7%	41
Nights spent in hotel/motel in last 12 months: any	1,582	33.7%	74
Took cruise of more than one day in last 3 years	453	9.6%	89
Member of any frequent flyer program	575	12.2%	49
Member of any hotel rewards program	822	17.5%	68

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