



Retail Market Potential

Fort McDowell

Prepared by Esri

Demographic Summary	2023	2028
Population	851	827
Population 18+	584	565
Households	326	318
Median Household Income	\$56,021	\$66,304

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	386	66.1%	108
Bought Women`s Clothing/12 Mo	298	51.0%	98
Bought Shoes/12 Mo	446	76.4%	103
Bought Fine Jewelry/12 Mo	117	20.0%	98
Bought Watch/12 Mo	78	13.4%	96
Automobiles (Households)			
HH Owns or Leases Any Vehicle	311	95.4%	104
HH Bought or Leased New Vehicle/12 Mo	32	9.8%	97
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	549	94.0%	104
Bought or Changed Motor Oil/12 Mo	339	58.0%	113
Had Vehicle Tune-Up/12 Mo	152	26.0%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	215	36.8%	100
Drank Beer or Ale/6 Mo	232	39.7%	100
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	62	10.6%	97
Own Digital SLR Camera or Camcorder	67	11.5%	106
Printed Digital Photos/12 Mo	159	27.2%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	215	36.8%	105
Have a Smartphone	556	95.2%	102
Have Android Phone (Any Brand) Smartphone	252	43.2%	112
Have Apple iPhone Smartphone	311	53.3%	94
HH Owns 1 Cell Phone	84	25.8%	85
HH Owns 2 Cell Phones	132	40.5%	104
HH Owns 3+ Cell Phones	107	32.8%	114
HH Has Cell Phone Only (No Landline Telephone)	248	76.1%	111
Computers (Households)			
HH Owns Computer	279	85.6%	100
HH Owns Desktop Computer	131	40.2%	100
HH Owns Laptop or Notebook	228	69.9%	99
HH Owns Apple/Mac Brand Computer	70	21.5%	89
HH Owns PC/Non-Apple Brand Computer	236	72.4%	102
HH Purchased Most Recent Home Computer at Store	125	38.3%	98
HH Purchased Most Recent Home Computer Online	91	27.9%	102
HH Spent \$1-499 on Most Recent Home Computer	52	16.0%	101
HH Spent \$500-999 on Most Recent Home Computer	66	20.2%	100
HH Spent \$1K-1499 on Most Recent Home Computer	41	12.6%	104
HH Spent \$1500-1999 on Most Recent Home Computer	10	3.1%	67
HH Spent \$2K+ on Most Recent Home Computer	16	4.9%	91

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 2023 and 2028.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	391	67.0%	105
Bought Brewed Coffee at C-Store/30 Days	64	11.0%	91
Bought Cigarettes at C-Store/30 Days	41	7.0%	115
Bought Gas at C-Store/30 Days	261	44.7%	113
Spent \$1-19 at C-Store/30 Days	45	7.7%	104
Spent \$20-39 at C-Store/30 Days	55	9.4%	96
Spent \$40-50 at C-Store/30 Days	49	8.4%	108
Spent \$51-99 at C-Store/30 Days	46	7.9%	129
Spent \$100+ at C-Store/30 Days	139	23.8%	114
Entertainment (Adults)			
Attended Movie/6 Mo	217	37.2%	101
Went to Live Theater/12 Mo	44	7.5%	110
Went to Bar or Night Club/12 Mo	97	16.6%	102
Dined Out/12 Mo	325	55.7%	107
Gambled at Casino/12 Mo	60	10.3%	96
Visited Theme Park/12 Mo	74	12.7%	109
Viewed Movie (Video-on-Demand)/30 Days	57	9.8%	88
Viewed TV Show (Video-on-Demand)/30 Days	37	6.3%	84
Used Internet to Download Movie/30 Days	32	5.5%	91
Downloaded Individual Song/6 Mo	120	20.5%	102
Used Internet to Watch Movie/30 Days	192	32.9%	96
Used Internet to Watch TV Program/30 Days	137	23.5%	106
Played (Console) Video or Electronic Game/12 Mo	76	13.0%	101
Played (Portable) Video or Electronic Game/12 Mo	38	6.5%	98
Financial (Adults)			
Have 1st Home Mortgage	257	44.0%	116
Used ATM or Cash Machine/12 Mo	363	62.2%	98
Own Any Stock	84	14.4%	96
Own U.S. Savings Bonds	41	7.0%	99
Own Shares in Mutual Fund (Stocks)	75	12.8%	94
Own Shares in Mutual Fund (Bonds)	45	7.7%	90
Have Interest Checking Account	234	40.1%	102
Have Non-Interest Checking Account	232	39.7%	105
Have Savings Account	444	76.0%	103
Have 401(k) Retirement Savings Plan	154	26.4%	108
Own or Used Any Credit/Debit Card/12 Mo	545	93.3%	101
Avg \$1-110 Monthly Credit Card Expenditures	74	12.7%	111
Avg \$111-225 Monthly Credit Card Expenditures	49	8.4%	110
Avg \$226-450 Monthly Credit Card Expenditures	54	9.2%	100
Avg \$451-700 Monthly Credit Card Expenditures	45	7.7%	84
Avg \$701-1000 Monthly Credit Card Expenditures	46	7.9%	96
Avg \$1001-2000 Monthly Credit Card Expenditures	71	12.2%	104
Avg \$2001+ Monthly Credit Card Expenditures	58	9.9%	90
Did Banking Online/12 Mo	355	60.8%	104
Did Banking by Mobile Device/12 Mo	295	50.5%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	310	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	234	71.8%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	53	16.3%	110
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	190	58.3%	97
HH Used Fresh Fruit or Vegetables/6 Mo	294	90.2%	102
HH Used Fresh Milk/6 Mo	270	82.8%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	190	58.3%	90
Health (Adults)			
Exercise at Home 2+ Times/Wk	290	49.7%	101
Exercise at Club 2+ Times/Wk	77	13.2%	112
Visited Doctor/12 Mo	481	82.4%	103
Used Vitamins or Dietary Supplements/6 Mo	401	68.7%	104
Home (Households)			
HH Did Home Improvement/12 Mo	146	44.8%	114
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	97	29.8%	98
HH Purchased Low Ticket HH Furnishing/12 Mo	80	24.5%	100
HH Purchased Big Ticket HH Furnishing/12 Mo	96	29.4%	103
HH Bought Small Kitchen Appliance/12 Mo	86	26.4%	101
HH Bought Large Kitchen Appliance/12 Mo	64	19.6%	121
Insurance (Adults/Households)			
Currently Carry Life Insurance	330	56.5%	111
Personally Carry Any Med/Hosp/Accident Insur	509	87.2%	102
Homeowner Carries Home/Personal Property Insurance	403	69.0%	112
Renter Carries Home/Pers Property Insurance	66	11.3%	95
HH Has 1 Vehicle Covered w/Auto Insurance	83	25.5%	83
HH Has 2 Vehicles Covered w/Auto Insurance	117	35.9%	109
HH Has 3+ Vehicles Covered w/Auto Insurance	102	31.3%	118
Pets (Households)			
HH Owns Cat	80	24.5%	106
HH Owns Dog	161	49.4%	125
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	110	18.8%	101
Buying American Is Important: 4-Agr Cmpl	207	35.4%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	84	14.4%	96
Buy on Credit Rather Than Wait: 4-Agr Cmpl	71	12.2%	95
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	61	10.4%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	65	11.1%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	166	28.4%	105
Am Interested in How to Help Env: 4-Agr Cmpl	110	18.8%	101
Reading (Adults)			
Bought Digital Book/12 Mo	107	18.3%	97
Bought Hardcover Book/12 Mo	168	28.8%	106
Bought Paperback Book/12 Mo	198	33.9%	100
Read Daily Newspaper (Paper Version)	57	9.8%	64
Read Digital Newspaper/30 Days	255	43.7%	86
Read Magazine (Paper/Electronic Vers)/6 Mo	492	84.2%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	420	71.9%	109
Went to Family Restrn/SteakHse 4+ Times/30 Days	129	22.1%	107
Spent \$101-200 at Family Restrn/SteakHse/30 Days	58	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	239	40.9%	105
Ordered Eat-In Fast Food/6 Mo	139	23.8%	116
Ordered Home Delivery Fast Food/6 Mo	59	10.1%	75
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	377	64.6%	110
Ordered Take-Out/Walk-In Fast Food/6 Mo	112	19.2%	86
Television & Electronics (Adults/Households)			
Own Tablet	343	58.7%	100
Own E-Reader	82	14.0%	98
Own E-Reader/Tablet: Apple iPad	202	34.6%	93
HH Owns Internet Connectable TV	148	45.4%	105
Own Portable MP3 Player	61	10.4%	93
HH Owns 1 TV	50	15.3%	84
HH Owns 2 TVs	96	29.4%	104
HH Owns 3 TVs	69	21.2%	92
HH Owns 4+ TVs	85	26.1%	116
HH Subscribes to Cable TV	99	30.4%	90
HH Subscribes to Fiber Optic TV	8	2.5%	47
HH Owns Portable GPS Device	71	21.8%	105
HH Purchased Video Game System/12 Mo	24	7.4%	92
HH Owns Internet Video Device for TV	183	56.1%	107
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	343	58.7%	109
Took 3+ Domestic Non-Business Trips/12 Mo	92	15.8%	113
Spent \$1-999 on Domestic Vacations/12 Mo	84	14.4%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	41	7.0%	110
Spent \$1500-1999 on Domestic Vacations/12 Mo	28	4.8%	126
Spent \$2K-2999 on Domestic Vacations/12 Mo	32	5.5%	138
Spent \$3K+ on Domestic Vacations/12 Mo	41	7.0%	106
Used Intrnt Travel Site for Domestic Trip/12 Mo	43	7.4%	132
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	172	29.5%	89
Took 3+ Foreign Trips by Plane/3 Yrs	32	5.5%	75
Spent \$1-999 on Foreign Vacations/12 Mo	41	7.0%	90
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	10	1.7%	56
Spent \$3K+ on Foreign Vacations/12 Mo	22	3.8%	89
Used General Travel Site: Foreign Trip/3 Yrs	32	5.5%	86
Spent Night at Hotel or Motel/12 Mo	287	49.1%	108
Took Cruise of More Than One Day/3 Yrs	73	12.5%	124
Member of Frequent Flyer Program	153	26.2%	95
Member of Hotel Rewards Program	184	31.5%	109

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