



Retail Market Potential

Gila River

Prepared by Esri

Demographic Summary		2023	2028
Population		13,600	13,087
Population 18+		9,168	8,813
Households		3,356	3,229
Median Household Income		\$31,504	\$38,062

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,176	56.5%	92
Bought Women`s Clothing/12 Mo	5,224	57.0%	110
Bought Shoes/12 Mo	6,643	72.5%	97
Bought Fine Jewelry/12 Mo	2,462	26.9%	131
Bought Watch/12 Mo	1,701	18.6%	134
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,733	81.4%	89
HH Bought or Leased New Vehicle/12 Mo	199	5.9%	59
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	7,660	83.6%	92
Bought or Changed Motor Oil/12 Mo	4,672	51.0%	99
Had Vehicle Tune-Up/12 Mo	2,214	24.1%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	4,380	47.8%	129
Drank Beer or Ale/6 Mo	2,974	32.4%	82
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	603	6.6%	60
Own Digital SLR Camera or Camcorder	586	6.4%	59
Printed Digital Photos/12 Mo	1,947	21.2%	79
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,709	40.5%	116
Have a Smartphone	8,646	94.3%	101
Have Android Phone (Any Brand) Smartphone	4,773	52.1%	135
Have Apple iPhone Smartphone	4,132	45.1%	80
HH Owns 1 Cell Phone	1,098	32.7%	107
HH Owns 2 Cell Phones	1,167	34.8%	89
HH Owns 3+ Cell Phones	1,030	30.7%	107
HH Has Cell Phone Only (No Landline Telephone)	2,325	69.3%	101
Computers (Households)			
HH Owns Computer	2,484	74.0%	86
HH Owns Desktop Computer	1,071	31.9%	80
HH Owns Laptop or Notebook	2,045	60.9%	87
HH Owns Apple/Mac Brand Computer	556	16.6%	68
HH Owns PC/Non-Apple Brand Computer	2,180	65.0%	92
HH Purchased Most Recent Home Computer at Store	1,022	30.5%	78
HH Purchased Most Recent Home Computer Online	819	24.4%	89
HH Spent \$1-499 on Most Recent Home Computer	522	15.6%	98
HH Spent \$500-999 on Most Recent Home Computer	506	15.1%	74
HH Spent \$1K-1499 on Most Recent Home Computer	256	7.6%	63
HH Spent \$1500-1999 on Most Recent Home Computer	90	2.7%	58
HH Spent \$2K+ on Most Recent Home Computer	123	3.7%	68

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	6,127	66.8%	105
Bought Brewed Coffee at C-Store/30 Days	1,089	11.9%	99
Bought Cigarettes at C-Store/30 Days	855	9.3%	153
Bought Gas at C-Store/30 Days	3,817	41.6%	106
Spent \$1-19 at C-Store/30 Days	647	7.1%	96
Spent \$20-39 at C-Store/30 Days	831	9.1%	92
Spent \$40-50 at C-Store/30 Days	755	8.2%	106
Spent \$51-99 at C-Store/30 Days	513	5.6%	91
Spent \$100+ at C-Store/30 Days	2,195	23.9%	115
Entertainment (Adults)			
Attended Movie/6 Mo	3,249	35.4%	96
Went to Live Theater/12 Mo	418	4.6%	67
Went to Bar or Night Club/12 Mo	1,469	16.0%	99
Dined Out/12 Mo	3,753	40.9%	78
Gambled at Casino/12 Mo	1,016	11.1%	103
Visited Theme Park/12 Mo	1,063	11.6%	100
Viewed Movie (Video-on-Demand)/30 Days	661	7.2%	65
Viewed TV Show (Video-on-Demand)/30 Days	574	6.3%	83
Used Internet to Download Movie/30 Days	502	5.5%	91
Downloaded Individual Song/6 Mo	2,088	22.8%	113
Used Internet to Watch Movie/30 Days	3,131	34.2%	100
Used Internet to Watch TV Program/30 Days	1,556	17.0%	77
Played (Console) Video or Electronic Game/12 Mo	1,387	15.1%	118
Played (Portable) Video or Electronic Game/12 Mo	651	7.1%	107
Financial (Adults)			
Have 1st Home Mortgage	2,388	26.0%	69
Used ATM or Cash Machine/12 Mo	5,618	61.3%	97
Own Any Stock	737	8.0%	54
Own U.S. Savings Bonds	396	4.3%	61
Own Shares in Mutual Fund (Stocks)	649	7.1%	52
Own Shares in Mutual Fund (Bonds)	423	4.6%	54
Have Interest Checking Account	2,504	27.3%	69
Have Non-Interest Checking Account	3,146	34.3%	90
Have Savings Account	6,010	65.6%	89
Have 401(k) Retirement Savings Plan	1,617	17.6%	72
Own or Used Any Credit/Debit Card/12 Mo	8,116	88.5%	95
Avg \$1-110 Monthly Credit Card Expenditures	1,406	15.3%	134
Avg \$111-225 Monthly Credit Card Expenditures	823	9.0%	117
Avg \$226-450 Monthly Credit Card Expenditures	728	7.9%	86
Avg \$451-700 Monthly Credit Card Expenditures	678	7.4%	80
Avg \$701-1000 Monthly Credit Card Expenditures	463	5.1%	62
Avg \$1001-2000 Monthly Credit Card Expenditures	639	7.0%	59
Avg \$2001+ Monthly Credit Card Expenditures	370	4.0%	37
Did Banking Online/12 Mo	4,442	48.5%	83
Did Banking by Mobile Device/12 Mo	3,981	43.4%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,200	95.4%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,248	67.0%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	474	14.1%	95
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,942	57.9%	96
HH Used Fresh Fruit or Vegetables/6 Mo	2,821	84.1%	95
HH Used Fresh Milk/6 Mo	2,771	82.6%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,942	57.9%	83
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,997	43.6%	89
Exercise at Club 2+ Times/Wk	735	8.0%	68
Visited Doctor/12 Mo	6,500	70.9%	89
Used Vitamins or Dietary Supplements/6 Mo	5,471	59.7%	90
Home (Households)			
HH Did Home Improvement/12 Mo	956	28.5%	72
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	720	21.5%	70
HH Purchased Low Ticket HH Furnishing/12 Mo	798	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	968	28.8%	101
HH Bought Small Kitchen Appliance/12 Mo	934	27.8%	107
HH Bought Large Kitchen Appliance/12 Mo	549	16.4%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,126	45.0%	88
Personally Carry Any Med/Hosp/Accident Insur	6,783	74.0%	87
Homeowner Carries Home/Personal Property Insurance	3,860	42.1%	68
Renter Carries Home/Pers Property Insurance	1,381	15.1%	126
HH Has 1 Vehicle Covered w/Auto Insurance	1,215	36.2%	118
HH Has 2 Vehicles Covered w/Auto Insurance	877	26.1%	80
HH Has 3+ Vehicles Covered w/Auto Insurance	604	18.0%	68
Pets (Households)			
HH Owns Cat	634	18.9%	82
HH Owns Dog	1,194	35.6%	90
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,816	19.8%	106
Buying American Is Important: 4-Agr Cmpl	2,591	28.3%	88
Buy Based on Quality Not Price: 4-Agr Cmpl	1,564	17.1%	113
Buy on Credit Rather Than Wait: 4-Agr Cmpl	1,273	13.9%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	918	10.0%	91
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,230	13.4%	110
Buy Based on Price Not Brands: 4-Agr Cmpl	2,573	28.1%	103
Am Interested in How to Help Env: 4-Agr Cmpl	1,816	19.8%	106
Reading (Adults)			
Bought Digital Book/12 Mo	1,398	15.2%	81
Bought Hardcover Book/12 Mo	2,145	23.4%	86
Bought Paperback Book/12 Mo	2,793	30.5%	90
Read Daily Newspaper (Paper Version)	1,416	15.4%	101
Read Digital Newspaper/30 Days	4,196	45.8%	90
Read Magazine (Paper/Electronic Vers)/6 Mo	7,744	84.5%	97

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	5,814	63.4%	96
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,901	20.7%	101
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	763	91.2%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	4,065	44.3%	114
Ordered Eat-In Fast Food/6 Mo	1,810	19.7%	96
Ordered Home Delivery Fast Food/6 Mo	1,522	16.6%	124
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,984	54.4%	93
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,962	21.4%	96
Television & Electronics (Adults/Households)			
Own Tablet	4,746	51.8%	88
Own E-Reader	888	9.7%	68
Own E-Reader/Tablet: Apple iPad	2,212	24.1%	65
HH Owns Internet Connectable TV	1,269	37.8%	88
Own Portable MP3 Player	822	9.0%	80
HH Owns 1 TV	535	15.9%	88
HH Owns 2 TVs	938	27.9%	99
HH Owns 3 TVs	785	23.4%	102
HH Owns 4+ TVs	761	22.7%	101
HH Subscribes to Cable TV	997	29.7%	88
HH Subscribes to Fiber Optic TV	113	3.4%	64
HH Owns Portable GPS Device	489	14.6%	70
HH Purchased Video Game System/12 Mo	337	10.0%	125
HH Owns Internet Video Device for TV	1,681	50.1%	95
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	3,709	40.5%	75
Took 3+ Domestic Non-Business Trips/12 Mo	739	8.1%	58
Spent \$1-999 on Domestic Vacations/12 Mo	952	10.4%	76
Spent \$1K-1499 on Domestic Vacations/12 Mo	470	5.1%	80
Spent \$1500-1999 on Domestic Vacations/12 Mo	225	2.5%	64
Spent \$2K-2999 on Domestic Vacations/12 Mo	247	2.7%	68
Spent \$3K+ on Domestic Vacations/12 Mo	319	3.5%	52
Used Intrnt Travel Site for Domestic Trip/12 Mo	349	3.8%	68
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,361	25.8%	78
Took 3+ Foreign Trips by Plane/3 Yrs	424	4.6%	63
Spent \$1-999 on Foreign Vacations/12 Mo	400	4.4%	56
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	345	3.8%	123
Spent \$3K+ on Foreign Vacations/12 Mo	188	2.1%	48
Used General Travel Site: Foreign Trip/3 Yrs	365	4.0%	63
Spent Night at Hotel or Motel/12 Mo	3,549	38.7%	85
Took Cruise of More Than One Day/3 Yrs	716	7.8%	77
Member of Frequent Flyer Program	1,522	16.6%	60
Member of Hotel Rewards Program	1,958	21.4%	74

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