



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172

  

<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 Men`s Clothing/12 Mo	297	59.5%	97
Bought Women`s Clothing/12 Mo	259	51.9%	100
Bought Shoes/12 Mo	364	72.9%	98
Bought Fine Jewelry/12 Mo	117	23.4%	114
Bought Watch/12 Mo	70	14.0%	101
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	299	86.7%	95
HH Bought or Leased New Vehicle/12 Mo	20	5.8%	57
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	433	86.8%	96
Bought or Changed Motor Oil/12 Mo	280	56.1%	109
Had Vehicle Tune-Up/12 Mo	121	24.2%	98
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	227	45.5%	123
Drank Beer or Ale/6 Mo	190	38.1%	96
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	37	7.4%	67
Own Digital SLR Camera or Camcorder	24	4.8%	45
Printed Digital Photos/12 Mo	101	20.2%	75
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	203	40.7%	116
Have a Smartphone	467	93.6%	100
Have Android Phone (Any Brand) Smartphone	272	54.5%	141
Have Apple iPhone Smartphone	199	39.9%	71
HH Owns 1 Cell Phone	146	42.3%	139
HH Owns 2 Cell Phones	110	31.9%	82
HH Owns 3+ Cell Phones	86	24.9%	87
HH Has Cell Phone Only (No Landline Telephone)	253	73.3%	107
<b>Computers (Households)</b>			
HH Owns Computer	240	69.6%	81
HH Owns Desktop Computer	114	33.0%	83
HH Owns Laptop or Notebook	191	55.4%	79
HH Owns Apple/Mac Brand Computer	47	13.6%	56
HH Owns PC/Non-Apple Brand Computer	215	62.3%	88
HH Purchased Most Recent Home Computer at Store	117	33.9%	87
HH Purchased Most Recent Home Computer Online	64	18.6%	68
HH Spent \$1-499 on Most Recent Home Computer	65	18.8%	119
HH Spent \$500-999 on Most Recent Home Computer	49	14.2%	70
HH Spent \$1K-1499 on Most Recent Home Computer	24	7.0%	57
HH Spent \$1500-1999 on Most Recent Home Computer	16	4.6%	101
HH Spent \$2K+ on Most Recent Home Computer	12	3.5%	64

**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.



# Retail Market Potential

Hualapai

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	359	71.9%	113
Bought Brewed Coffee at C-Store/30 Days	74	14.8%	123
Bought Cigarettes at C-Store/30 Days	57	11.4%	187
Bought Gas at C-Store/30 Days	247	49.5%	126
Spent \$1-19 at C-Store/30 Days	32	6.4%	87
Spent \$20-39 at C-Store/30 Days	51	10.2%	104
Spent \$40-50 at C-Store/30 Days	43	8.6%	111
Spent \$51-99 at C-Store/30 Days	42	8.4%	138
Spent \$100+ at C-Store/30 Days	124	24.8%	119
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	186	37.3%	101
Went to Live Theater/12 Mo	21	4.2%	62
Went to Bar or Night Club/12 Mo	65	13.0%	80
Dined Out/12 Mo	242	48.5%	93
Gambled at Casino/12 Mo	53	10.6%	99
Visited Theme Park/12 Mo	54	10.8%	93
Viewed Movie (Video-on-Demand)/30 Days	42	8.4%	76
Viewed TV Show (Video-on-Demand)/30 Days	32	6.4%	85
Used Internet to Download Movie/30 Days	22	4.4%	73
Downloaded Individual Song/6 Mo	88	17.6%	88
Used Internet to Watch Movie/30 Days	167	33.5%	98
Used Internet to Watch TV Program/30 Days	93	18.6%	84
Played (Console) Video or Electronic Game/12 Mo	92	18.4%	144
Played (Portable) Video or Electronic Game/12 Mo	35	7.0%	106
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	142	28.5%	75
Used ATM or Cash Machine/12 Mo	309	61.9%	98
Own Any Stock	53	10.6%	71
Own U.S. Savings Bonds	35	7.0%	99
Own Shares in Mutual Fund (Stocks)	45	9.0%	66
Own Shares in Mutual Fund (Bonds)	30	6.0%	70
Have Interest Checking Account	154	30.9%	78
Have Non-Interest Checking Account	189	37.9%	100
Have Savings Account	324	64.9%	88
Have 401(k) Retirement Savings Plan	91	18.2%	75
Own or Used Any Credit/Debit Card/12 Mo	441	88.4%	95
Avg \$1-110 Monthly Credit Card Expenditures	48	9.6%	84
Avg \$111-225 Monthly Credit Card Expenditures	43	8.6%	112
Avg \$226-450 Monthly Credit Card Expenditures	44	8.8%	95
Avg \$451-700 Monthly Credit Card Expenditures	42	8.4%	91
Avg \$701-1000 Monthly Credit Card Expenditures	40	8.0%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	23	4.6%	39
Avg \$2001+ Monthly Credit Card Expenditures	20	4.0%	36
Did Banking Online/12 Mo	229	45.9%	78
Did Banking by Mobile Device/12 Mo	203	40.7%	85

**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.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	317	91.9%	97
HH Used Chicken (Fresh or Frozen)/6 Mo	224	64.9%	93
HH Used Turkey (Fresh or Frozen)/6 Mo	51	14.8%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	184	53.3%	89
HH Used Fresh Fruit or Vegetables/6 Mo	300	87.0%	98
HH Used Fresh Milk/6 Mo	277	80.3%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	184	53.3%	72
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	213	42.7%	87
Exercise at Club 2+ Times/Wk	51	10.2%	87
Visited Doctor/12 Mo	385	77.2%	97
Used Vitamins or Dietary Supplements/6 Mo	282	56.5%	85
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	108	31.3%	79
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	77	22.3%	73
HH Purchased Low Ticket HH Furnishing/12 Mo	70	20.3%	83
HH Purchased Big Ticket HH Furnishing/12 Mo	95	27.5%	97
HH Bought Small Kitchen Appliance/12 Mo	82	23.8%	91
HH Bought Large Kitchen Appliance/12 Mo	49	14.2%	87
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	227	45.5%	89
Personally Carry Any Med/Hosp/Accident Insur	397	79.6%	93
Homeowner Carries Home/Personal Property Insurance	263	52.7%	85
Renter Carries Home/Pers Property Insurance	71	14.2%	119
HH Has 1 Vehicle Covered w/Auto Insurance	131	38.0%	124
HH Has 2 Vehicles Covered w/Auto Insurance	100	29.0%	88
HH Has 3+ Vehicles Covered w/Auto Insurance	62	18.0%	68
<b>Pets (Households)</b>			
HH Owns Cat	84	24.3%	105
HH Owns Dog	122	35.4%	89
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	95	19.0%	102
Buying American Is Important: 4-Agr Cmpl	162	32.5%	101
Buy Based on Quality Not Price: 4-Agr Cmpl	63	12.6%	84
Buy on Credit Rather Than Wait: 4-Agr Cmpl	51	10.2%	80
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	55	11.0%	100
Will Pay More for Env Safe Prods: 4-Agr Cmpl	54	10.8%	89
Buy Based on Price Not Brands: 4-Agr Cmpl	158	31.7%	117
Am Interested in How to Help Env: 4-Agr Cmpl	95	19.0%	102
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	74	14.8%	79
Bought Hardcover Book/12 Mo	94	18.8%	70
Bought Paperback Book/12 Mo	132	26.5%	78
Read Daily Newspaper (Paper Version)	70	14.0%	91
Read Digital Newspaper/30 Days	208	41.7%	82
Read Magazine (Paper/Electronic Vers)/6 Mo	406	81.4%	93

**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.



Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	318	63.7%	96
Went to Family Restrnt/SteakHse 4+ Times/30 Days	111	22.2%	108
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	44	92.2%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	211	42.3%	109
Ordered Eat-In Fast Food/6 Mo	88	17.6%	86
Ordered Home Delivery Fast Food/6 Mo	72	14.4%	108
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	301	60.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	86	17.2%	77
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	258	51.7%	88
Own E-Reader	45	9.0%	63
Own E-Reader/Tablet: Apple iPad	134	26.9%	72
HH Owns Internet Connectable TV	127	36.8%	85
Own Portable MP3 Player	42	8.4%	75
HH Owns 1 TV	60	17.4%	96
HH Owns 2 TVs	103	29.9%	106
HH Owns 3 TVs	89	25.8%	113
HH Owns 4+ TVs	60	17.4%	77
HH Subscribes to Cable TV	97	28.1%	83
HH Subscribes to Fiber Optic TV	11	3.2%	61
HH Owns Portable GPS Device	41	11.9%	57
HH Purchased Video Game System/12 Mo	23	6.7%	83
HH Owns Internet Video Device for TV	166	48.1%	92
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	231	46.3%	86
Took 3+ Domestic Non-Business Trips/12 Mo	47	9.4%	68
Spent \$1-999 on Domestic Vacations/12 Mo	62	12.4%	91
Spent \$1K-1499 on Domestic Vacations/12 Mo	30	6.0%	94
Spent \$1500-1999 on Domestic Vacations/12 Mo	10	2.0%	52
Spent \$2K-2999 on Domestic Vacations/12 Mo	13	2.6%	66
Spent \$3K+ on Domestic Vacations/12 Mo	11	2.2%	33
Used Intrnt Travel Site for Domestic Trip/12 Mo	14	2.8%	50
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	102	20.4%	62
Took 3+ Foreign Trips by Plane/3 Yrs	17	3.4%	47
Spent \$1-999 on Foreign Vacations/12 Mo	20	4.0%	52
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	14	2.8%	92
Spent \$3K+ on Foreign Vacations/12 Mo	15	3.0%	71
Used General Travel Site: Foreign Trip/3 Yrs	15	3.0%	47
Spent Night at Hotel or Motel/12 Mo	184	36.9%	81
Took Cruise of More Than One Day/3 Yrs	30	6.0%	59
Member of Frequent Flyer Program	72	14.4%	52
Member of Hotel Rewards Program	83	16.6%	58

**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.