



Retail Market Potential

Yavapai-Apache Nation
Area: 2.77 square miles

Prepared by Esri

Demographic Summary	2023	2028
Population	1,102	1,126
Population 18+	896	915
Households	350	365
Median Household Income	\$42,019	\$55,271

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	570	63.6%	104
Bought Women`s Clothing/12 Mo	472	52.7%	102
Bought Shoes/12 Mo	657	73.3%	98
Bought Fine Jewelry/12 Mo	168	18.8%	92
Bought Watch/12 Mo	125	14.0%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	336	96.0%	105
HH Bought or Leased New Vehicle/12 Mo	35	10.0%	99
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	850	94.9%	105
Bought or Changed Motor Oil/12 Mo	547	61.0%	119
Had Vehicle Tune-Up/12 Mo	216	24.1%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	379	42.3%	114
Drank Beer or Ale/6 Mo	295	32.9%	83
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	104	11.6%	106
Own Digital SLR Camera or Camcorder	80	8.9%	83
Printed Digital Photos/12 Mo	241	26.9%	100
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	327	36.5%	104
Have a Smartphone	810	90.4%	97
Have Android Phone (Any Brand) Smartphone	389	43.4%	112
Have Apple iPhone Smartphone	423	47.2%	84
HH Owns 1 Cell Phone	94	26.9%	88
HH Owns 2 Cell Phones	154	44.0%	113
HH Owns 3+ Cell Phones	95	27.1%	94
HH Has Cell Phone Only (No Landline Telephone)	230	65.7%	96
Computers (Households)			
HH Owns Computer	275	78.6%	92
HH Owns Desktop Computer	141	40.3%	101
HH Owns Laptop or Notebook	217	62.0%	88
HH Owns Apple/Mac Brand Computer	44	12.6%	52
HH Owns PC/Non-Apple Brand Computer	252	72.0%	101
HH Purchased Most Recent Home Computer at Store	143	40.9%	105
HH Purchased Most Recent Home Computer Online	81	23.1%	84
HH Spent \$1-499 on Most Recent Home Computer	68	19.4%	123
HH Spent \$500-999 on Most Recent Home Computer	71	20.3%	100
HH Spent \$1K-1499 on Most Recent Home Computer	30	8.6%	71
HH Spent \$1500-1999 on Most Recent Home Computer	10	2.9%	62
HH Spent \$2K+ on Most Recent Home Computer	8	2.3%	42

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	640	71.4%	112
Bought Brewed Coffee at C-Store/30 Days	126	14.1%	117
Bought Cigarettes at C-Store/30 Days	88	9.8%	161
Bought Gas at C-Store/30 Days	495	55.2%	140
Spent \$1-19 at C-Store/30 Days	52	5.8%	79
Spent \$20-39 at C-Store/30 Days	63	7.0%	71
Spent \$40-50 at C-Store/30 Days	89	9.9%	128
Spent \$51-99 at C-Store/30 Days	60	6.7%	109
Spent \$100+ at C-Store/30 Days	275	30.7%	147
Entertainment (Adults)			
Attended Movie/6 Mo	255	28.5%	77
Went to Live Theater/12 Mo	40	4.5%	65
Went to Bar or Night Club/12 Mo	105	11.7%	72
Dined Out/12 Mo	469	52.3%	100
Gambled at Casino/12 Mo	72	8.0%	75
Visited Theme Park/12 Mo	93	10.4%	89
Viewed Movie (Video-on-Demand)/30 Days	60	6.7%	60
Viewed TV Show (Video-on-Demand)/30 Days	45	5.0%	66
Used Internet to Download Movie/30 Days	48	5.4%	89
Downloaded Individual Song/6 Mo	147	16.4%	82
Used Internet to Watch Movie/30 Days	210	23.4%	69
Used Internet to Watch TV Program/30 Days	130	14.5%	65
Played (Console) Video or Electronic Game/12 Mo	94	10.5%	82
Played (Portable) Video or Electronic Game/12 Mo	64	7.1%	108
Financial (Adults)			
Have 1st Home Mortgage	298	33.3%	88
Used ATM or Cash Machine/12 Mo	521	58.1%	92
Own Any Stock	87	9.7%	65
Own U.S. Savings Bonds	47	5.2%	74
Own Shares in Mutual Fund (Stocks)	77	8.6%	63
Own Shares in Mutual Fund (Bonds)	42	4.7%	55
Have Interest Checking Account	340	37.9%	96
Have Non-Interest Checking Account	356	39.7%	105
Have Savings Account	633	70.6%	95
Have 401(k) Retirement Savings Plan	160	17.9%	73
Own or Used Any Credit/Debit Card/12 Mo	830	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	128	14.3%	125
Avg \$111-225 Monthly Credit Card Expenditures	84	9.4%	122
Avg \$226-450 Monthly Credit Card Expenditures	70	7.8%	85
Avg \$451-700 Monthly Credit Card Expenditures	67	7.5%	81
Avg \$701-1000 Monthly Credit Card Expenditures	56	6.2%	76
Avg \$1001-2000 Monthly Credit Card Expenditures	84	9.4%	80
Avg \$2001+ Monthly Credit Card Expenditures	63	7.0%	64
Did Banking Online/12 Mo	485	54.1%	92
Did Banking by Mobile Device/12 Mo	396	44.2%	92

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Grocery (Adults)			
HH Used Bread/6 Mo	340	97.1%	103
HH Used Chicken (Fresh or Frozen)/6 Mo	250	71.4%	102
HH Used Turkey (Fresh or Frozen)/6 Mo	58	16.6%	112
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	213	60.9%	101
HH Used Fresh Fruit or Vegetables/6 Mo	296	84.6%	96
HH Used Fresh Milk/6 Mo	306	87.4%	106
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	213	60.9%	61
Health (Adults)			
Exercise at Home 2+ Times/Wk	329	36.7%	75
Exercise at Club 2+ Times/Wk	52	5.8%	49
Visited Doctor/12 Mo	700	78.1%	98
Used Vitamins or Dietary Supplements/6 Mo	586	65.4%	99
Home (Households)			
HH Did Home Improvement/12 Mo	149	42.6%	108
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	84	24.0%	79
HH Purchased Low Ticket HH Furnishing/12 Mo	78	22.3%	91
HH Purchased Big Ticket HH Furnishing/12 Mo	94	26.9%	94
HH Bought Small Kitchen Appliance/12 Mo	91	26.0%	100
HH Bought Large Kitchen Appliance/12 Mo	60	17.1%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	459	51.2%	100
Personally Carry Any Med/Hosp/Accident Insur	763	85.2%	100
Homeowner Carries Home/Personal Property Insurance	626	69.9%	113
Renter Carries Home/Pers Property Insurance	71	7.9%	66
HH Has 1 Vehicle Covered w/Auto Insurance	90	25.7%	84
HH Has 2 Vehicles Covered w/Auto Insurance	105	30.0%	91
HH Has 3+ Vehicles Covered w/Auto Insurance	135	38.6%	146
Pets (Households)			
HH Owns Cat	139	39.7%	172
HH Owns Dog	212	60.6%	153
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	112	12.5%	67
Buying American Is Important: 4-Agr Cmpl	412	46.0%	143
Buy Based on Quality Not Price: 4-Agr Cmpl	126	14.1%	93
Buy on Credit Rather Than Wait: 4-Agr Cmpl	95	10.6%	83
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	114	12.7%	115
Will Pay More for Env Safe Prods: 4-Agr Cmpl	64	7.1%	59
Buy Based on Price Not Brands: 4-Agr Cmpl	266	29.7%	109
Am Interested in How to Help Env: 4-Agr Cmpl	112	12.5%	67
Reading (Adults)			
Bought Digital Book/12 Mo	134	15.0%	79
Bought Hardcover Book/12 Mo	240	26.8%	99
Bought Paperback Book/12 Mo	305	34.0%	100
Read Daily Newspaper (Paper Version)	132	14.7%	96
Read Digital Newspaper/30 Days	335	37.4%	74
Read Magazine (Paper/Electronic Vers)/6 Mo	752	83.9%	96

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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	620	69.2%	105
Went to Family Restrn/SteakHse 4+ Times/30 Days	193	21.5%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	835	93.2%	103
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	383	42.7%	110
Ordered Eat-In Fast Food/6 Mo	211	23.5%	115
Ordered Home Delivery Fast Food/6 Mo	82	9.2%	68
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	595	66.4%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	152	17.0%	76
Television & Electronics (Adults/Households)			
Own Tablet	466	52.0%	88
Own E-Reader	114	12.7%	89
Own E-Reader/Tablet: Apple iPad	253	28.2%	76
HH Owns Internet Connectable TV	143	40.9%	95
Own Portable MP3 Player	90	10.0%	90
HH Owns 1 TV	53	15.1%	83
HH Owns 2 TVs	101	28.9%	102
HH Owns 3 TVs	89	25.4%	111
HH Owns 4+ TVs	77	22.0%	98
HH Subscribes to Cable TV	56	16.0%	47
HH Subscribes to Fiber Optic TV	8	2.3%	43
HH Owns Portable GPS Device	91	26.0%	125
HH Purchased Video Game System/12 Mo	15	4.3%	54
HH Owns Internet Video Device for TV	163	46.6%	89
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	455	50.8%	94
Took 3+ Domestic Non-Business Trips/12 Mo	125	14.0%	100
Spent \$1-999 on Domestic Vacations/12 Mo	109	12.2%	89
Spent \$1K-1499 on Domestic Vacations/12 Mo	52	5.8%	91
Spent \$1500-1999 on Domestic Vacations/12 Mo	25	2.8%	73
Spent \$2K-2999 on Domestic Vacations/12 Mo	34	3.8%	95
Spent \$3K+ on Domestic Vacations/12 Mo	51	5.7%	86
Used Intrnt Travel Site for Domestic Trip/12 Mo	31	3.5%	62
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	159	17.7%	54
Took 3+ Foreign Trips by Plane/3 Yrs	14	1.6%	21
Spent \$1-999 on Foreign Vacations/12 Mo	36	4.0%	52
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	13	1.5%	47
Spent \$3K+ on Foreign Vacations/12 Mo	14	1.6%	37
Used General Travel Site: Foreign Trip/3 Yrs	23	2.6%	40
Spent Night at Hotel or Motel/12 Mo	384	42.9%	95
Took Cruise of More Than One Day/3 Yrs	58	6.5%	64
Member of Frequent Flyer Program	114	12.7%	46
Member of Hotel Rewards Program	196	21.9%	76

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