



Retail Market Potential

Yavapai-Prescott

Prepared by Esri

Demographic Summary	2023	2028
Population	201	198
Population 18+	170	168
Households	63	62
Median Household Income	\$51,738	\$59,793

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	101	59.4%	97
Bought Women`s Clothing/12 Mo	87	51.2%	99
Bought Shoes/12 Mo	123	72.4%	97
Bought Fine Jewelry/12 Mo	33	19.4%	95
Bought Watch/12 Mo	31	18.2%	132
Automobiles (Households)			
HH Owns or Leases Any Vehicle	58	92.1%	101
HH Bought or Leased New Vehicle/12 Mo	5	7.9%	79
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	157	92.4%	102
Bought or Changed Motor Oil/12 Mo	97	57.1%	111
Had Vehicle Tune-Up/12 Mo	43	25.3%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	54	31.8%	86
Drank Beer or Ale/6 Mo	71	41.8%	105
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	22	12.9%	118
Own Digital SLR Camera or Camcorder	14	8.2%	76
Printed Digital Photos/12 Mo	43	25.3%	94
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	61	35.9%	103
Have a Smartphone	155	91.2%	97
Have Android Phone (Any Brand) Smartphone	81	47.6%	123
Have Apple iPhone Smartphone	75	44.1%	78
HH Owns 1 Cell Phone	24	38.1%	125
HH Owns 2 Cell Phones	27	42.9%	110
HH Owns 3+ Cell Phones	12	19.0%	66
HH Has Cell Phone Only (No Landline Telephone)	45	71.4%	104
Computers (Households)			
HH Owns Computer	54	85.7%	100
HH Owns Desktop Computer	27	42.9%	107
HH Owns Laptop or Notebook	41	65.1%	92
HH Owns Apple/Mac Brand Computer	9	14.3%	59
HH Owns PC/Non-Apple Brand Computer	49	77.8%	110
HH Purchased Most Recent Home Computer at Store	28	44.4%	114
HH Purchased Most Recent Home Computer Online	16	25.4%	92
HH Spent \$1-499 on Most Recent Home Computer	16	25.4%	160
HH Spent \$500-999 on Most Recent Home Computer	14	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	5	7.9%	66
HH Spent \$1500-1999 on Most Recent Home Computer	2	3.2%	69
HH Spent \$2K+ on Most Recent Home Computer	3	4.8%	88

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	116	68.2%	107
Bought Brewed Coffee at C-Store/30 Days	22	12.9%	107
Bought Cigarettes at C-Store/30 Days	16	9.4%	154
Bought Gas at C-Store/30 Days	86	50.6%	128
Spent \$1-19 at C-Store/30 Days	10	5.9%	80
Spent \$20-39 at C-Store/30 Days	14	8.2%	84
Spent \$40-50 at C-Store/30 Days	15	8.8%	114
Spent \$51-99 at C-Store/30 Days	7	4.1%	67
Spent \$100+ at C-Store/30 Days	47	27.6%	132
Entertainment (Adults)			
Attended Movie/6 Mo	58	34.1%	92
Went to Live Theater/12 Mo	6	3.5%	52
Went to Bar or Night Club/12 Mo	24	14.1%	87
Dined Out/12 Mo	89	52.4%	100
Gambled at Casino/12 Mo	15	8.8%	82
Visited Theme Park/12 Mo	14	8.2%	71
Viewed Movie (Video-on-Demand)/30 Days	16	9.4%	85
Viewed TV Show (Video-on-Demand)/30 Days	12	7.1%	93
Used Internet to Download Movie/30 Days	9	5.3%	88
Downloaded Individual Song/6 Mo	26	15.3%	76
Used Internet to Watch Movie/30 Days	40	23.5%	69
Used Internet to Watch TV Program/30 Days	30	17.6%	80
Played (Console) Video or Electronic Game/12 Mo	11	6.5%	50
Played (Portable) Video or Electronic Game/12 Mo	4	2.4%	35
Financial (Adults)			
Have 1st Home Mortgage	53	31.2%	82
Used ATM or Cash Machine/12 Mo	108	63.5%	101
Own Any Stock	22	12.9%	86
Own U.S. Savings Bonds	12	7.1%	99
Own Shares in Mutual Fund (Stocks)	23	13.5%	99
Own Shares in Mutual Fund (Bonds)	15	8.8%	103
Have Interest Checking Account	69	40.6%	103
Have Non-Interest Checking Account	65	38.2%	101
Have Savings Account	120	70.6%	95
Have 401(k) Retirement Savings Plan	28	16.5%	67
Own or Used Any Credit/Debit Card/12 Mo	157	92.4%	100
Avg \$1-110 Monthly Credit Card Expenditures	21	12.4%	108
Avg \$111-225 Monthly Credit Card Expenditures	12	7.1%	92
Avg \$226-450 Monthly Credit Card Expenditures	20	11.8%	127
Avg \$451-700 Monthly Credit Card Expenditures	16	9.4%	102
Avg \$701-1000 Monthly Credit Card Expenditures	10	5.9%	72
Avg \$1001-2000 Monthly Credit Card Expenditures	19	11.2%	95
Avg \$2001+ Monthly Credit Card Expenditures	17	10.0%	91
Did Banking Online/12 Mo	99	58.2%	99
Did Banking by Mobile Device/12 Mo	71	41.8%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	60	95.2%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	43	68.3%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	10	15.9%	107
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	36	57.1%	95
HH Used Fresh Fruit or Vegetables/6 Mo	56	88.9%	101
HH Used Fresh Milk/6 Mo	50	79.4%	96
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	36	57.1%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	74	43.5%	88
Exercise at Club 2+ Times/Wk	12	7.1%	60
Visited Doctor/12 Mo	138	81.2%	102
Used Vitamins or Dietary Supplements/6 Mo	127	74.7%	113
Home (Households)			
HH Did Home Improvement/12 Mo	27	42.9%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	18	28.6%	94
HH Purchased Low Ticket HH Furnishing/12 Mo	16	25.4%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	19	30.2%	106
HH Bought Small Kitchen Appliance/12 Mo	17	27.0%	103
HH Bought Large Kitchen Appliance/12 Mo	10	15.9%	97
Insurance (Adults/Households)			
Currently Carry Life Insurance	70	41.2%	81
Personally Carry Any Med/Hosp/Accident Insur	144	84.7%	99
Homeowner Carries Home/Personal Property Insurance	114	67.1%	109
Renter Carries Home/Pers Property Insurance	14	8.2%	69
HH Has 1 Vehicle Covered w/Auto Insurance	25	39.7%	130
HH Has 2 Vehicles Covered w/Auto Insurance	19	30.2%	92
HH Has 3+ Vehicles Covered w/Auto Insurance	15	23.8%	90
Pets (Households)			
HH Owns Cat	16	25.4%	110
HH Owns Dog	32	50.8%	129
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	29	17.1%	92
Buying American Is Important: 4-Agr Cmpl	71	41.8%	130
Buy Based on Quality Not Price: 4-Agr Cmpl	28	16.5%	109
Buy on Credit Rather Than Wait: 4-Agr Cmpl	21	12.4%	97
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	26	15.3%	139
Will Pay More for Env Safe Prods: 4-Agr Cmpl	20	11.8%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	56	32.9%	121
Am Interested in How to Help Env: 4-Agr Cmpl	29	17.1%	92
Reading (Adults)			
Bought Digital Book/12 Mo	25	14.7%	78
Bought Hardcover Book/12 Mo	42	24.7%	91
Bought Paperback Book/12 Mo	52	30.6%	90
Read Daily Newspaper (Paper Version)	30	17.6%	115
Read Digital Newspaper/30 Days	77	45.3%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	141	82.9%	95

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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	109	64.1%	97
Went to Family Restrnt/SteakHse 4+ Times/30 Days	39	22.9%	112
Went to Fast Food/Drive-In Restaurant/6 Mo	153	90.0%	99
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	61	35.9%	92
Ordered Eat-In Fast Food/6 Mo	38	22.4%	109
Ordered Home Delivery Fast Food/6 Mo	19	11.2%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	93	54.7%	94
Ordered Take-Out/Walk-In Fast Food/6 Mo	32	18.8%	84
Television & Electronics (Adults/Households)			
Own Tablet	88	51.8%	88
Own E-Reader	24	14.1%	98
Own E-Reader/Tablet: Apple iPad	51	30.0%	80
HH Owns Internet Connectable TV	30	47.6%	110
Own Portable MP3 Player	20	11.8%	105
HH Owns 1 TV	12	19.0%	105
HH Owns 2 TVs	19	30.2%	107
HH Owns 3 TVs	13	20.6%	90
HH Owns 4+ TVs	15	23.8%	106
HH Subscribes to Cable TV	19	30.2%	89
HH Subscribes to Fiber Optic TV	2	3.2%	60
HH Owns Portable GPS Device	15	23.8%	115
HH Purchased Video Game System/12 Mo	2	3.2%	40
HH Owns Internet Video Device for TV	29	46.0%	88
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	77	45.3%	84
Took 3+ Domestic Non-Business Trips/12 Mo	21	12.4%	89
Spent \$1-999 on Domestic Vacations/12 Mo	19	11.2%	82
Spent \$1K-1499 on Domestic Vacations/12 Mo	5	2.9%	46
Spent \$1500-1999 on Domestic Vacations/12 Mo	3	1.8%	46
Spent \$2K-2999 on Domestic Vacations/12 Mo	3	1.8%	44
Spent \$3K+ on Domestic Vacations/12 Mo	12	7.1%	106
Used Intrnt Travel Site for Domestic Trip/12 Mo	6	3.5%	63
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	45	26.5%	80
Took 3+ Foreign Trips by Plane/3 Yrs	9	5.3%	73
Spent \$1-999 on Foreign Vacations/12 Mo	8	4.7%	61
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	5	2.9%	96
Spent \$3K+ on Foreign Vacations/12 Mo	2	1.2%	28
Used General Travel Site: Foreign Trip/3 Yrs	5	2.9%	46
Spent Night at Hotel or Motel/12 Mo	65	38.2%	84
Took Cruise of More Than One Day/3 Yrs	18	10.6%	105
Member of Frequent Flyer Program	43	25.3%	92
Member of Hotel Rewards Program	45	26.5%	92

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