



Retail Market Potential

Cocopah

Prepared by Esri

Demographic Summary		2022	2027
Population		873	940
Population 18+		665	719
Households		360	383
Median Household Income		\$36,509	\$40,853
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	344	51.7%	94
Bought any women's clothing in last 12 months	332	49.9%	103
Bought any shoes in last 12 months	452	68.0%	94
Bought any fine jewelry in last 12 months	148	22.3%	116
Bought a watch in last 12 months	83	12.5%	87
Automobiles (Households)			
HH owns/leases any vehicle	312	86.7%	97
HH bought/leased new vehicle last 12 months	26	7.2%	75
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	565	85.0%	96
Bought/changed motor oil in last 12 months	347	52.2%	109
Had tune-up in last 12 months	180	27.1%	110
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	319	48.0%	122
Drank beer/ale in last 6 months	230	34.6%	85
Cameras (Adults)			
Own digital point & shoot camera/camcorder	46	6.9%	71
Own digital SLR camera/camcorder	37	5.6%	57
Printed digital photos in last 12 months	129	19.4%	77
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	267	40.2%	123
Have a smartphone	613	92.2%	100
Have a smartphone: Android phone (any brand)	355	53.4%	134
Have a smartphone: Apple iPhone	276	41.5%	79
Number of cell phones in household: 1	123	34.2%	111
Number of cell phones in household: 2	125	34.7%	90
Number of cell phones in household: 3+	105	29.2%	100
HH has cell phone only (no landline telephone)	243	67.5%	101
Computers (Households)			
HH owns a computer	245	68.1%	84
HH owns desktop computer	109	30.3%	80
HH owns laptop/notebook	202	56.1%	85
HH owns any Apple/Mac brand computer	50	13.9%	62
HH owns any PC/non-Apple brand computer	211	58.6%	88
HH purchased most recent computer in a store	112	31.1%	84
HH purchased most recent computer online	62	17.2%	76
HH spent \$1-\$499 on most recent home computer	55	15.3%	99
HH spent \$500-\$999 on most recent home computer	52	14.4%	76
HH spent \$1,000-\$1,499 on most recent home computer	28	7.8%	65
HH spent \$1,500-\$1,999 on most recent home computer	9	2.5%	48
HH spent \$2,000+ on most recent home computer	11	3.1%	65

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 2022 and 2027.

March 22, 2023

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	431	64.8%	103
Bought brewed coffee at convenience store in last 30 days	81	12.2%	98
Bought cigarettes at convenience store in last 30 days	83	12.5%	174
Bought gas at convenience store in last 30 days	292	43.9%	116
Spent at convenience store in last 30 days: \$1-19	48	7.2%	95
Spent at convenience store in last 30 days: \$20-\$39	66	9.9%	97
Spent at convenience store in last 30 days: \$40-\$50	64	9.6%	113
Spent at convenience store in last 30 days: \$51-\$99	46	6.9%	115
Spent at convenience store in last 30 days: \$100+	147	22.1%	108
Entertainment (Adults)			
Attended a movie in last 6 months	286	43.0%	90
Went to live theater in last 12 months	39	5.9%	58
Went to a bar/night club in last 12 months	93	14.0%	82
Dined out in last 12 months	256	38.5%	76
Gambled at a casino in last 12 months	74	11.1%	98
Visited a theme park in last 12 months	84	12.6%	88
Viewed movie (video-on-demand) in last 30 days	57	8.6%	66
Viewed TV show (video-on-demand) in last 30 days	33	5.0%	59
Watched any pay-per-view TV in last 12 months	32	4.8%	75
Downloaded a movie over the Internet in last 30 days	48	7.2%	95
Downloaded any individual song in last 6 months	132	19.8%	101
Used internet to watch a movie online in the last 30 days	214	32.2%	94
Used internet to watch a TV program online in last 30 days	119	17.9%	82
Played a video/electronic game (console) in last 12 months	83	12.5%	106
Played a video/electronic game (portable) in last 12 months	31	4.7%	78
Financial (Adults)			
Have home mortgage (1st)	181	27.2%	75
Used ATM/cash machine in last 12 months	364	54.7%	91
Own any stock	44	6.6%	55
Own U.S. savings bond	23	3.5%	56
Own shares in mutual fund (stock)	54	8.1%	73
Own shares in mutual fund (bonds)	29	4.4%	62
Have interest checking account	167	25.1%	71
Have non-interest checking account	216	32.5%	92
Have savings account	374	56.2%	82
Have 401K retirement savings plan	104	15.6%	72
Own/used any credit/debit card in last 12 months	533	80.2%	90
Avg monthly credit card expenditures: \$1-110	87	13.1%	109
Avg monthly credit card expenditures: \$111-\$225	48	7.2%	91
Avg monthly credit card expenditures: \$226-\$450	36	5.4%	61
Avg monthly credit card expenditures: \$451-\$700	38	5.7%	71
Avg monthly credit card expenditures: \$701-\$1,000	32	4.8%	64
Avg monthly credit card expenditures: \$1001-2000	37	5.6%	56
Avg monthly credit card expenditures: \$2001+	26	3.9%	44
Did banking online in last 12 months	285	42.9%	81
Did banking on mobile device in last 12 months	238	35.8%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	341	94.7%	100
HH used chicken (fresh or frozen) in last 6 months	236	65.6%	96
HH used turkey (fresh or frozen) in last 6 months	55	15.3%	105
HH used fish/seafood (fresh or frozen) in last 6 months	199	55.3%	95
HH used fresh fruit/vegetables in last 6 months	297	82.5%	94
HH used fresh milk in last 6 months	295	81.9%	99
HH used organic food in last 6 months	62	17.2%	69
Health (Adults)			
Exercise at home 2+ times per week	217	32.6%	80
Exercise at club 2+ times per week	61	9.2%	67
Visited a doctor in last 12 months	466	70.1%	88
Used vitamin/dietary supplement in last 6 months	346	52.0%	86
Home (Households)			
HH did any home improvement in last 12 months	105	29.2%	85
HH used any maid/professional cleaning service in last 12 months	62	17.2%	84
HH purchased low ticket HH furnishings in last 12 months	73	20.3%	94
HH purchased big ticket HH furnishings in last 12 months	81	22.5%	86
HH bought any small kitchen appliance in last 12 months	88	24.4%	96
HH bought any large kitchen appliance in last 12 months	62	17.2%	111
Insurance (Adults/Households)			
Currently carry life insurance	291	43.8%	91
Carry medical/hospital/accident insurance	452	68.0%	84
Carry homeowner/personal property insurance	302	45.4%	80
Carry renter's insurance	67	10.1%	95
HH has auto insurance: 1 vehicle in household covered	112	31.1%	106
HH has auto insurance: 2 vehicles in household covered	98	27.2%	88
HH has auto insurance: 3+ vehicles in household covered	79	21.9%	88
Pets (Households)			
Household owns any pet	176	48.9%	93
Household owns any cat	86	23.9%	104
Household owns any dog	140	38.9%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	228	34.3%	97
Buy based on quality not price	104	15.6%	91
Buy on credit rather than wait	69	10.4%	79
Only use coupons brands: usually buy	82	12.3%	90
Will pay more for environmentally safe products	88	13.2%	97
Buy based on price not brands	193	29.0%	101
Am interested in how to help the environment	115	17.3%	85
Reading (Adults)			
Bought digital book in last 12 months	99	14.9%	86
Bought hardcover book in last 12 months	149	22.4%	92
Bought paperback book in last 12 month	169	25.4%	81
Read any daily newspaper (paper version)	89	13.4%	87
Read any digital newspaper in last 30 days	256	38.5%	78
Read any magazine (paper/electronic version) in last 6 months	575	86.5%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	428	64.4%	96
Went to family restaurant/steak house: 4+ times a month	156	23.5%	113
Went to fast food/drive-in restaurant in last 6 months	611	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	290	43.6%	115
Fast food restaurant last 6 months: eat in	137	20.6%	91
Fast food restaurant last 6 months: home delivery	71	10.7%	92
Fast food restaurant last 6 months: take-out/drive-thru	374	56.2%	100
Fast food restaurant last 6 months: take-out/walk-in	116	17.4%	82
Television & Electronics (Adults/Households)			
Own any tablet	321	48.3%	86
Own any e-reader	44	6.6%	54
Own e-reader/tablet: iPad	156	23.5%	68
HH has Internet connectable TV	142	39.4%	92
Own any portable MP3 player	77	11.6%	85
HH owns 1 TV	65	18.1%	92
HH owns 2 TVs	95	26.4%	96
HH owns 3 TVs	84	23.3%	106
HH owns 4+ TVs	78	21.7%	104
HH subscribes to cable TV	103	28.6%	77
HH subscribes to fiber optic	10	2.8%	51
HH owns portable GPS navigation device	64	17.8%	86
HH purchased video game system in last 12 months	25	6.9%	90
HH owns any Internet video device for TV	143	39.7%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	269	40.5%	76
Took 3+ domestic non-business trips in last 12 months	60	9.0%	72
Spent on domestic vacations in last 12 months: \$1-999	74	11.1%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	24	3.6%	58
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	17	2.6%	68
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	20	3.0%	80
Spent on domestic vacations in last 12 months: \$3,000+	26	3.9%	61
Domestic travel in last 12 months: used general travel website	18	2.7%	46
Took foreign trip (including Alaska and Hawaii) in last 3 years	143	21.5%	65
Took 3+ foreign trips by plane in last 3 years	19	2.9%	36
Spent on foreign vacations in last 12 months: \$1-999	27	4.1%	56
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	15	2.3%	59
Spent on foreign vacations in last 12 months: \$3,000+	18	2.7%	45
Foreign travel in last 3 years: used general travel website	20	3.0%	46
Nights spent in hotel/motel in last 12 months: any	233	35.0%	77
Took cruise of more than one day in last 3 years	58	8.7%	81
Member of any frequent flyer program	85	12.8%	52
Member of any hotel rewards program	121	18.2%	70

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