Retail Market Potential

Kaibab

Demographic Summary	2023	2028
Population	412	403
Population 18+	207	202
Households	105	104
Median Household Income	$45,276	$53,103

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	140	67.6%	110
Bought Women`s Clothing/12 Mo	113	54.6%	105
Bought Shoes/12 Mo	163	78.7%	106
Bought Fine Jewelry/12 Mo	46	22.2%	108
Bought Watch/12 Mo	30	14.5%	105
Automobiles (Households)			
HH Owns or Leases Any Vehicle	97	92.4%	101
HH Bought or Leased New Vehicle/12 Mo	10	9.5%	94
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	190	91.8%	101
Bought or Changed Motor Oil/12 Mo	129	62.3%	121
Had Vehicle Tune-Up/12 Mo	54	26.1%	105
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	110	53.1%	144
Drank Beer or Ale/6 Mo	71	34.3%	86
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	13	6.3%	57
Own Digital SLR Camera or Camcorder	14	6.8%	63
Printed Digital Photos/12 Mo	44	21.3%	79
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	84	40.6%	116
Have a Smartphone	193	93.2%	100
Have Android Phone (Any Brand) Smartphone	94	45.4%	117
Have Apple iPhone Smartphone	104	50.2%	89
HH Owns 1 Cell Phone	25	23.8%	78
HH Owns 2 Cell Phones	29	27.6%	71
HH Owns 3+ Cell Phones	47	44.8%	156
HH Has Cell Phone Only (No Landline Telephone)	69	65.7%	96
Computers (Households)			
HH Owns Computer	73	69.5%	81
HH Owns Desktop Computer	31	29.5%	74
HH Owns Laptop or Notebook	60	57.1%	81
HH Owns Apple/Mac Brand Computer	20	19.0%	79
HH Owns PC/Non-Apple Brand Computer	60	57.1%	81
HH Purchased Most Recent Home Computer at Store	34	32.4%	83
HH Purchased Most Recent Home Computer Online	20	19.0%	69
HH Spent $1-499 on Most Recent Home Computer	18	17.1%	108
HH Spent $500-999 on Most Recent Home Computer	13	12.4%	61
HH Spent $1K-1499 on Most Recent Home Computer	8	7.6%	63
HH Spent $1500-1999 on Most Recent Home Computer	2	1.9%	41
HH Spent $2K+ on Most Recent Home Computer	4	3.8%	71

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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	141	68.1%	107
Bought Brewed Coffee at C-Store/30 Days	32	15.5%	128
Bought Cigarettes at C-Store/30 Days	15	7.2%	119
Bought Gas at C-Store/30 Days	97	46.9%	119
Spent $1-19 at C-Store/30 Days	12	5.8%	79
Spent $20-39 at C-Store/30 Days	21	10.1%	103
Spent $40-50 at C-Store/30 Days	13	6.3%	81
Spent $51-99 at C-Store/30 Days	12	5.8%	95
Spent $100+ at C-Store/30 Days	59	28.5%	136
Entertainment (Adults)			
Attended Movie/6 Mo	79	38.2%	103
Went to Live Theater/12 Mo	7	3.4%	50
Went to Bar or Night Club/12 Mo	25	12.1%	74
Dined Out/12 Mo	84	40.6%	78
Gambled at Casino/12 Mo	17	8.2%	77
Visited Theme Park/12 Mo	27	13.0%	112
Viewed Movie (Video-on-Demand)/30 Days	12	5.8%	52
Viewed TV Show (Video-on-Demand)/30 Days	12	5.8%	76
Used Internet to Download Movie/30 Days	12	5.8%	96
Downloaded Individual Song/6 Mo	42	20.3%	101
Used Internet to Watch Movie/30 Days	69	33.3%	98
Used Internet to Watch TV Program/30 Days	36	17.4%	78
Played (Console) Video or Electronic Game/12 Mo	28	13.5%	105
Played (Portable) Video or Electronic Game/12 Mo	13	6.3%	95
Financial (Adults)			
Have 1st Home Mortgage	60	29.0%	76
Used ATM or Cash Machine/12 Mo	129	62.3%	99
Own Any Stock	14	6.8%	45
Own U.S. Savings Bonds	7	3.4%	48
Own Shares in Mutual Fund (Stocks)	8	3.9%	28
Own Shares in Mutual Fund (Bonds)	5	2.4%	28
Have Interest Checking Account	39	18.8%	48
Have Non-Interest Checking Account	72	34.8%	92
Have Savings Account	127	61.4%	83
Have 401(k) Retirement Savings Plan	32	15.5%	63
Own or Used Any Credit/Debit Card/12 Mo	180	87.0%	94
Avg $1-110 Monthly Credit Card Expenditures	23	11.1%	97
Avg $111-225 Monthly Credit Card Expenditures	15	7.2%	95
Avg $226-450 Monthly Credit Card Expenditures	26	12.6%	136
Avg $451-700 Monthly Credit Card Expenditures	10	4.8%	53
Avg $701-1000 Monthly Credit Card Expenditures	12	5.8%	71
Avg $1001-2000 Monthly Credit Card Expenditures	14	6.8%	58
Avg $2001+ Monthly Credit Card Expenditures	7	3.4%	31
Did Banking Online/12 Mo	96	46.4%	79
Did Banking by Mobile Device/12 Mo	78	37.7%	78

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	101	96.2%	102
HH Used Chicken (Fresh or Frozen)/6 Mo	77	73.3%	105
HH Used Turkey (Fresh or Frozen)/6 Mo	10	9.5%	64
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	69	65.7%	109
HH Used Fresh Fruit or Vegetables/6 Mo	89	84.8%	96
HH Used Fresh Milk/6 Mo	91	86.7%	105
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	69	65.7%	85
Health (Adults)			
Exercise at Home 2+ Times/Wk	87	42.0%	85
Exercise at Club 2+ Times/Wk	14	6.8%	58
Visited Doctor/12 Mo	148	71.5%	89
Used Vitamins or Dietary Supplements/6 Mo	127	61.4%	93
Home (Households)			
HH Did Home Improvement/12 Mo	37	35.2%	89
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	25	23.8%	78
HH Purchased Low Ticket HH Furnishing/12 Mo	22	21.0%	85
HH Purchased Big Ticket HH Furnishing/12 Mo	27	25.7%	90
HH Bought Small Kitchen Appliance/12 Mo	30	28.6%	109
HH Bought Large Kitchen Appliance/12 Mo	20	19.0%	117
Insurance (Adults/Households)			
Currently Carry Life Insurance	71	34.3%	67
Personally Carry Any Med/Hosp/Accident Insur	139	67.1%	79
Homeowner Carries Home/Personal Property Insurance	97	46.9%	76
Renter Carries Home/Pers Property Insurance	26	12.6%	105
HH Has 1 Vehicle Covered w/Auto Insurance	30	28.6%	93
HH Has 2 Vehicles Covered w/Auto Insurance	38	36.2%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	26	24.8%	94
Pets (Households)			
HH Owns Cat	17	16.2%	70
HH Owns Dog	46	43.8%	111
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	41	19.8%	106
Buying American Is Important: 4-Agr Cmpl	49	23.7%	74
Buy Based on Quality Not Price: 4-Agr Cmpl	36	17.4%	116
Buy on Credit Rather Than Wait: 4-Agr Cmpl	29	14.0%	110
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	20	9.7%	88
Will Pay More for Env Safe Prods: 4-Agr Cmpl	28	13.5%	111
Buy Based on Price Not Brands: 4-Agr Cmpl	71	34.3%	126
Am Interested in How to Help Env: 4-Agr Cmpl	41	19.8%	106
Reading (Adults)			
Bought Digital Book/12 Mo	28	13.5%	72
Bought Hardcover Book/12 Mo	33	15.9%	59
Bought Paperback Book/12 Mo	50	24.2%	71
Read Daily Newspaper (Paper Version)	31	15.0%	98
Read Digital Newspaper/30 Days	91	44.0%	87
Read Magazine (Paper/Electronic Vers)/6 Mo	179	86.5%	99

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	139	67.1%	102
Went to Family Restrnt/SteakHse 4+ Times/30 Days	39	18.8%	92
Spent $101-200 at Family Restrnt/SteakHse/30 Days	22	92.8%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	98	47.3%	122
Ordered Eat-In Fast Food/6 Mo	51	24.6%	120
Ordered Home Delivery Fast Food/6 Mo	43	20.8%	155
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	117	56.5%	97
Ordered Take-Out/Walk-In Fast Food/6 Mo	33	15.9%	71
Television & Electronics (Adults/Households)			
Own Tablet	106	51.2%	87
Own E-Reader	16	7.7%	54
Own E-Reader/Tablet: Apple iPad	53	25.6%	69
HH Owns Internet Connectable TV	41	39.0%	91
Own Portable MP3 Player	19	9.2%	82
HH Owns 1 TV	17	16.2%	89
HH Owns 2 TVs	30	28.6%	101
HH Owns 3 TVs	27	25.7%	112
HH Owns 4+ TVs	20	19.0%	85
HH Subscribes to Cable TV	25	23.8%	70
HH Subscribes to Fiber Optic TV	4	3.8%	72
HH Owns Portable GPS Device	12	11.4%	55
HH Purchased Video Game System/12 Mo	12	11.4%	143
HH Owns Internet Video Device for TV	46	43.8%	83
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	84	40.6%	75
Took 3+ Domestic Non-Business Trips/12 Mo	22	10.6%	76
Spent $1-999 on Domestic Vacations/12 Mo	23	11.1%	81
Spent $1K-1499 on Domestic Vacations/12 Mo	6	2.9%	45
Spent $1500-1999 on Domestic Vacations/12 Mo	4	1.9%	51
Spent $2K-2999 on Domestic Vacations/12 Mo	5	2.4%	61
Spent $3K+ on Domestic Vacations/12 Mo	9	4.3%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	9	4.3%	78
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	59	28.5%	86
Took 3+ Foreign Trips by Plane/3 Yrs	9	4.3%	60
Spent $1-999 on Foreign Vacations/12 Mo	10	4.8%	62
Index: Spent $1K-2999 on Foreign Vacations/12 Mo	6	2.9%	95
Spent $3K+ on Foreign Vacations/12 Mo	11	5.3%	125
Used General Travel Site: Foreign Trip/3 Yrs	9	4.3%	69
Spent Night at Hotel or Motel/12 Mo	73	35.3%	78
Took Cruise of More Than One Day/3 Yrs	11	5.3%	53
Member of Frequent Flyer Program	37	17.9%	65
Member of Hotel Rewards Program	32	15.5%	54

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