



# Retail Market Potential

Salt River Pima-Maricopa  
Area: 683.34 square miles

Prepared by Esri

<b>Demographic Summary</b>	<b>2023</b>	<b>2028</b>
Population	20,644	20,255
Population 18+	14,524	14,274
Households	5,715	5,635
Median Household Income	\$37,550	\$45,466

  

<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	8,393	57.8%	94
Bought Women`s Clothing/12 Mo	8,208	56.5%	109
Bought Shoes/12 Mo	10,339	71.2%	96
Bought Fine Jewelry/12 Mo	3,676	25.3%	124
Bought Watch/12 Mo	2,558	17.6%	127
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	4,940	86.4%	95
HH Bought or Leased New Vehicle/12 Mo	394	6.9%	68
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	12,564	86.5%	96
Bought or Changed Motor Oil/12 Mo	7,593	52.3%	102
Had Vehicle Tune-Up/12 Mo	3,505	24.1%	97
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	6,519	44.9%	121
Drank Beer or Ale/6 Mo	4,957	34.1%	86
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	1,207	8.3%	76
Own Digital SLR Camera or Camcorder	1,072	7.4%	68
Printed Digital Photos/12 Mo	3,315	22.8%	84
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	5,566	38.3%	110
Have a Smartphone	13,600	93.6%	100
Have Android Phone (Any Brand) Smartphone	7,251	49.9%	129
Have Apple iPhone Smartphone	6,687	46.0%	82
HH Owns 1 Cell Phone	1,980	34.6%	114
HH Owns 2 Cell Phones	2,065	36.1%	92
HH Owns 3+ Cell Phones	1,565	27.4%	95
HH Has Cell Phone Only (No Landline Telephone)	3,958	69.3%	101
<b>Computers (Households)</b>			
HH Owns Computer	4,400	77.0%	90
HH Owns Desktop Computer	1,977	34.6%	86
HH Owns Laptop or Notebook	3,598	63.0%	89
HH Owns Apple/Mac Brand Computer	969	17.0%	70
HH Owns PC/Non-Apple Brand Computer	3,874	67.8%	96
HH Purchased Most Recent Home Computer at Store	1,941	34.0%	87
HH Purchased Most Recent Home Computer Online	1,434	25.1%	91
HH Spent \$1-499 on Most Recent Home Computer	910	15.9%	101
HH Spent \$500-999 on Most Recent Home Computer	1,027	18.0%	88
HH Spent \$1K-1499 on Most Recent Home Computer	478	8.4%	69
HH Spent \$1500-1999 on Most Recent Home Computer	158	2.8%	60
HH Spent \$2K+ on Most Recent Home Computer	218	3.8%	71

**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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<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	9,492	65.4%	102
Bought Brewed Coffee at C-Store/30 Days	1,701	11.7%	97
Bought Cigarettes at C-Store/30 Days	1,224	8.4%	138
Bought Gas at C-Store/30 Days	6,058	41.7%	106
Spent \$1-19 at C-Store/30 Days	1,028	7.1%	96
Spent \$20-39 at C-Store/30 Days	1,315	9.1%	92
Spent \$40-50 at C-Store/30 Days	1,190	8.2%	105
Spent \$51-99 at C-Store/30 Days	835	5.7%	94
Spent \$100+ at C-Store/30 Days	3,327	22.9%	110
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	5,087	35.0%	95
Went to Live Theater/12 Mo	691	4.8%	70
Went to Bar or Night Club/12 Mo	2,330	16.0%	99
Dined Out/12 Mo	6,381	43.9%	84
Gambled at Casino/12 Mo	1,557	10.7%	100
Visited Theme Park/12 Mo	1,651	11.4%	98
Viewed Movie (Video-on-Demand)/30 Days	1,180	8.1%	73
Viewed TV Show (Video-on-Demand)/30 Days	925	6.4%	84
Used Internet to Download Movie/30 Days	846	5.8%	97
Downloaded Individual Song/6 Mo	3,122	21.5%	107
Used Internet to Watch Movie/30 Days	4,857	33.4%	98
Used Internet to Watch TV Program/30 Days	2,463	17.0%	77
Played (Console) Video or Electronic Game/12 Mo	2,048	14.1%	110
Played (Portable) Video or Electronic Game/12 Mo	1,012	7.0%	105
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	4,138	28.5%	75
Used ATM or Cash Machine/12 Mo	9,123	62.8%	99
Own Any Stock	1,484	10.2%	68
Own U.S. Savings Bonds	666	4.6%	64
Own Shares in Mutual Fund (Stocks)	1,292	8.9%	65
Own Shares in Mutual Fund (Bonds)	825	5.7%	66
Have Interest Checking Account	4,528	31.2%	79
Have Non-Interest Checking Account	5,064	34.9%	92
Have Savings Account	9,914	68.3%	92
Have 401(k) Retirement Savings Plan	2,708	18.6%	76
Own or Used Any Credit/Debit Card/12 Mo	12,979	89.4%	96
Avg \$1-110 Monthly Credit Card Expenditures	2,077	14.3%	125
Avg \$111-225 Monthly Credit Card Expenditures	1,224	8.4%	110
Avg \$226-450 Monthly Credit Card Expenditures	1,170	8.1%	87
Avg \$451-700 Monthly Credit Card Expenditures	1,208	8.3%	90
Avg \$701-1000 Monthly Credit Card Expenditures	846	5.8%	71
Avg \$1001-2000 Monthly Credit Card Expenditures	1,245	8.6%	73
Avg \$2001+ Monthly Credit Card Expenditures	853	5.9%	53
Did Banking Online/12 Mo	7,444	51.3%	87
Did Banking by Mobile Device/12 Mo	6,403	44.1%	92

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<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	5,437	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	3,861	67.6%	97
HH Used Turkey (Fresh or Frozen)/6 Mo	808	14.1%	96
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,294	57.6%	96
HH Used Fresh Fruit or Vegetables/6 Mo	4,884	85.5%	97
HH Used Fresh Milk/6 Mo	4,735	82.9%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	3,294	57.6%	83
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	6,384	44.0%	89
Exercise at Club 2+ Times/Wk	1,207	8.3%	71
Visited Doctor/12 Mo	10,786	74.3%	93
Used Vitamins or Dietary Supplements/6 Mo	9,042	62.3%	94
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	1,868	32.7%	83
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,480	25.9%	85
HH Purchased Low Ticket HH Furnishing/12 Mo	1,373	24.0%	98
HH Purchased Big Ticket HH Furnishing/12 Mo	1,639	28.7%	101
HH Bought Small Kitchen Appliance/12 Mo	1,522	26.6%	102
HH Bought Large Kitchen Appliance/12 Mo	934	16.3%	100
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	6,560	45.2%	88
Personally Carry Any Med/Hosp/Accident Insur	11,138	76.7%	90
Homeowner Carries Home/Personal Property Insurance	7,030	48.4%	78
Renter Carries Home/Pers Property Insurance	1,970	13.6%	114
HH Has 1 Vehicle Covered w/Auto Insurance	2,065	36.1%	118
HH Has 2 Vehicles Covered w/Auto Insurance	1,617	28.3%	86
HH Has 3+ Vehicles Covered w/Auto Insurance	1,135	19.9%	75
<b>Pets (Households)</b>			
HH Owns Cat	1,154	20.2%	87
HH Owns Dog	2,203	38.5%	98
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	2,870	19.8%	106
Buying American Is Important: 4-Agr Cmpl	4,598	31.7%	99
Buy Based on Quality Not Price: 4-Agr Cmpl	2,454	16.9%	112
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,023	13.9%	109
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,593	11.0%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	1,948	13.4%	110
Buy Based on Price Not Brands: 4-Agr Cmpl	3,960	27.3%	100
Am Interested in How to Help Env: 4-Agr Cmpl	2,870	19.8%	106
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	2,304	15.9%	84
Bought Hardcover Book/12 Mo	3,572	24.6%	91
Bought Paperback Book/12 Mo	4,485	30.9%	91
Read Daily Newspaper (Paper Version)	2,135	14.7%	96
Read Digital Newspaper/30 Days	6,706	46.2%	91
Read Magazine (Paper/Electronic Vers)/6 Mo	12,317	84.8%	97

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<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	9,371	64.5%	98
Went to Family Restrnt/SteakHse 4+ Times/30 Days	3,020	20.8%	101
Went to Fast Food/Drive-In Restaurant/6 Mo	13,297	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	6,103	42.0%	108
Ordered Eat-In Fast Food/6 Mo	3,000	20.7%	101
Ordered Home Delivery Fast Food/6 Mo	2,218	15.3%	114
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	8,084	55.7%	95
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,934	20.2%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	7,678	52.9%	90
Own E-Reader	1,547	10.7%	74
Own E-Reader/Tablet: Apple iPad	3,790	26.1%	70
HH Owns Internet Connectable TV	2,231	39.0%	91
Own Portable MP3 Player	1,440	9.9%	89
HH Owns 1 TV	974	17.0%	94
HH Owns 2 TVs	1,638	28.7%	101
HH Owns 3 TVs	1,323	23.1%	101
HH Owns 4+ TVs	1,236	21.6%	96
HH Subscribes to Cable TV	1,893	33.1%	98
HH Subscribes to Fiber Optic TV	197	3.4%	66
HH Owns Portable GPS Device	1,001	17.5%	84
HH Purchased Video Game System/12 Mo	462	8.1%	101
HH Owns Internet Video Device for TV	2,868	50.2%	95
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	6,369	43.9%	82
Took 3+ Domestic Non-Business Trips/12 Mo	1,332	9.2%	66
Spent \$1-999 on Domestic Vacations/12 Mo	1,608	11.1%	81
Spent \$1K-1499 on Domestic Vacations/12 Mo	778	5.4%	84
Spent \$1500-1999 on Domestic Vacations/12 Mo	370	2.5%	67
Spent \$2K-2999 on Domestic Vacations/12 Mo	434	3.0%	75
Spent \$3K+ on Domestic Vacations/12 Mo	632	4.4%	66
Used Intrnt Travel Site for Domestic Trip/12 Mo	622	4.3%	77
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	3,855	26.5%	80
Took 3+ Foreign Trips by Plane/3 Yrs	761	5.2%	72
Spent \$1-999 on Foreign Vacations/12 Mo	717	4.9%	64
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	574	4.0%	129
Spent \$3K+ on Foreign Vacations/12 Mo	339	2.3%	55
Used General Travel Site: Foreign Trip/3 Yrs	620	4.3%	67
Spent Night at Hotel or Motel/12 Mo	5,924	40.8%	90
Took Cruise of More Than One Day/3 Yrs	1,225	8.4%	83
Member of Frequent Flyer Program	2,793	19.2%	70
Member of Hotel Rewards Program	3,395	23.4%	81

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