



# Retail Market Potential

Maricopa (Ak-Chin)

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		1,059	1,057
Population 18+		629	611
Households		299	299
Median Household Income		\$26,469	\$31,903

  

<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 any men's clothing in last 12 months	343	54.5%	99
Bought any women's clothing in last 12 months	314	49.9%	103
Bought any shoes in last 12 months	450	71.5%	99
Bought any fine jewelry in last 12 months	126	20.0%	105
Bought a watch in last 12 months	105	16.7%	117
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	273	91.3%	102
HH bought/leased new vehicle last 12 months	24	8.0%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	566	90.0%	102
Bought/changed motor oil in last 12 months	363	57.7%	121
Had tune-up in last 12 months	156	24.8%	101
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	333	52.9%	135
Drank beer/ale in last 6 months	222	35.3%	87
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	31	4.9%	50
Own digital SLR camera/camcorder	31	4.9%	50
Printed digital photos in last 12 months	107	17.0%	67
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	243	38.6%	118
Have a smartphone	575	91.4%	99
Have a smartphone: Android phone (any brand)	303	48.2%	121
Have a smartphone: Apple iPhone	277	44.0%	84
Number of cell phones in household: 1	85	28.4%	93
Number of cell phones in household: 2	83	27.8%	72
Number of cell phones in household: 3+	125	41.8%	144
HH has cell phone only (no landline telephone)	209	69.9%	104
<b>Computers (Households)</b>			
HH owns a computer	184	61.5%	76
HH owns desktop computer	82	27.4%	72
HH owns laptop/notebook	147	49.2%	75
HH owns any Apple/Mac brand computer	43	14.4%	64
HH owns any PC/non-Apple brand computer	158	52.8%	79
HH purchased most recent computer in a store	87	29.1%	79
HH purchased most recent computer online	44	14.7%	65
HH spent \$1-\$499 on most recent home computer	47	15.7%	101
HH spent \$500-\$999 on most recent home computer	34	11.4%	60
HH spent \$1,000-\$1,499 on most recent home computer	22	7.4%	61
HH spent \$1,500-\$1,999 on most recent home computer	6	2.0%	38
HH spent \$2,000+ on most recent home computer	8	2.7%	57

**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.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	376	59.8%	95
Bought brewed coffee at convenience store in last 30 days	69	11.0%	88
Bought cigarettes at convenience store in last 30 days	43	6.8%	95
Bought gas at convenience store in last 30 days	251	39.9%	106
Spent at convenience store in last 30 days: \$1-19	25	4.0%	52
Spent at convenience store in last 30 days: \$20-\$39	58	9.2%	90
Spent at convenience store in last 30 days: \$40-\$50	46	7.3%	86
Spent at convenience store in last 30 days: \$51-\$99	45	7.2%	118
Spent at convenience store in last 30 days: \$100+	143	22.7%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	269	42.8%	89
Went to live theater in last 12 months	19	3.0%	30
Went to a bar/night club in last 12 months	69	11.0%	65
Dined out in last 12 months	215	34.2%	67
Gambled at a casino in last 12 months	42	6.7%	59
Visited a theme park in last 12 months	90	14.3%	100
Viewed movie (video-on-demand) in last 30 days	43	6.8%	53
Viewed TV show (video-on-demand) in last 30 days	36	5.7%	68
Watched any pay-per-view TV in last 12 months	28	4.5%	69
Downloaded a movie over the Internet in last 30 days	45	7.2%	94
Downloaded any individual song in last 6 months	110	17.5%	89
Used internet to watch a movie online in the last 30 days	214	34.0%	100
Used internet to watch a TV program online in last 30 days	114	18.1%	83
Played a video/electronic game (console) in last 12 months	79	12.6%	107
Played a video/electronic game (portable) in last 12 months	35	5.6%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	178	28.3%	78
Used ATM/cash machine in last 12 months	345	54.8%	91
Own any stock	34	5.4%	45
Own U.S. savings bond	20	3.2%	52
Own shares in mutual fund (stock)	17	2.7%	24
Own shares in mutual fund (bonds)	12	1.9%	27
Have interest checking account	117	18.6%	53
Have non-interest checking account	193	30.7%	87
Have savings account	349	55.5%	81
Have 401K retirement savings plan	86	13.7%	63
Own/used any credit/debit card in last 12 months	513	81.6%	92
Avg monthly credit card expenditures: \$1-110	66	10.5%	88
Avg monthly credit card expenditures: \$111-\$225	43	6.8%	87
Avg monthly credit card expenditures: \$226-\$450	54	8.6%	97
Avg monthly credit card expenditures: \$451-\$700	47	7.5%	93
Avg monthly credit card expenditures: \$701-\$1,000	30	4.8%	64
Avg monthly credit card expenditures: \$1001-2000	37	5.9%	59
Avg monthly credit card expenditures: \$2001+	20	3.2%	36
Did banking online in last 12 months	233	37.0%	70
Did banking on mobile device in last 12 months	187	29.7%	71

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	286	95.7%	101
HH used chicken (fresh or frozen) in last 6 months	218	72.9%	106
HH used turkey (fresh or frozen) in last 6 months	29	9.7%	67
HH used fish/seafood (fresh or frozen) in last 6 months	194	64.9%	111
HH used fresh fruit/vegetables in last 6 months	252	84.3%	96
HH used fresh milk in last 6 months	254	84.9%	102
HH used organic food in last 6 months	62	20.7%	83
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	200	31.8%	78
Exercise at club 2+ times per week	51	8.1%	59
Visited a doctor in last 12 months	421	66.9%	84
Used vitamin/dietary supplement in last 6 months	320	50.9%	84
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	90	30.1%	88
HH used any maid/professional cleaning service in last 12 months	43	14.4%	70
HH purchased low ticket HH furnishings in last 12 months	60	20.1%	93
HH purchased big ticket HH furnishings in last 12 months	66	22.1%	85
HH bought any small kitchen appliance in last 12 months	87	29.1%	114
HH bought any large kitchen appliance in last 12 months	53	17.7%	114
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	219	34.8%	72
Carry medical/hospital/accident insurance	394	62.6%	77
Carry homeowner/personal property insurance	272	43.2%	76
Carry renter's insurance	61	9.7%	91
HH has auto insurance: 1 vehicle in household covered	93	31.1%	106
HH has auto insurance: 2 vehicles in household covered	89	29.8%	96
HH has auto insurance: 3+ vehicles in household covered	68	22.7%	91
<b>Pets (Households)</b>			
Household owns any pet	167	55.9%	107
Household owns any cat	52	17.4%	76
Household owns any dog	147	49.2%	124
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	177	28.1%	79
Buy based on quality not price	99	15.7%	92
Buy on credit rather than wait	90	14.3%	108
Only use coupons brands: usually buy	87	13.8%	101
Will pay more for environmentally safe products	106	16.9%	123
Buy based on price not brands	223	35.5%	123
Am interested in how to help the environment	156	24.8%	121
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	74	11.8%	68
Bought hardcover book in last 12 months	106	16.9%	69
Bought paperback book in last 12 month	138	21.9%	70
Read any daily newspaper (paper version)	72	11.4%	74
Read any digital newspaper in last 30 days	240	38.2%	77
Read any magazine (paper/electronic version) in last 6 months	517	82.2%	93

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	404	64.2%	96
Went to family restaurant/steak house: 4+ times a month	130	20.7%	100
Went to fast food/drive-in restaurant in last 6 months	572	90.9%	101
Went to fast food/drive-in restaurant 9+ times/month	267	42.4%	112
Fast food restaurant last 6 months: eat in	139	22.1%	97
Fast food restaurant last 6 months: home delivery	93	14.8%	127
Fast food restaurant last 6 months: take-out/drive-thru	341	54.2%	97
Fast food restaurant last 6 months: take-out/walk-in	91	14.5%	68
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	302	48.0%	85
Own any e-reader	34	5.4%	44
Own e-reader/tablet: iPad	149	23.7%	68
HH has Internet connectable TV	95	31.8%	75
Own any portable MP3 player	55	8.7%	64
HH owns 1 TV	68	22.7%	116
HH owns 2 TVs	70	23.4%	85
HH owns 3 TVs	68	22.7%	103
HH owns 4+ TVs	47	15.7%	76
HH subscribes to cable TV	73	24.4%	66
HH subscribes to fiber optic	13	4.3%	80
HH owns portable GPS navigation device	39	13.0%	63
HH purchased video game system in last 12 months	25	8.4%	108
HH owns any Internet video device for TV	103	34.4%	76
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	249	39.6%	74
Took 3+ domestic non-business trips in last 12 months	46	7.3%	58
Spent on domestic vacations in last 12 months: \$1-999	62	9.9%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	24	3.8%	61
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	15	2.4%	63
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	20	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	29	4.6%	72
Domestic travel in last 12 months: used general travel website	25	4.0%	67
Took foreign trip (including Alaska and Hawaii) in last 3 years	152	24.2%	73
Took 3+ foreign trips by plane in last 3 years	22	3.5%	44
Spent on foreign vacations in last 12 months: \$1-999	27	4.3%	59
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	20	3.2%	83
Spent on foreign vacations in last 12 months: \$3,000+	21	3.3%	55
Foreign travel in last 3 years: used general travel website	17	2.7%	41
Nights spent in hotel/motel in last 12 months: any	202	32.1%	71
Took cruise of more than one day in last 3 years	37	5.9%	54
Member of any frequent flyer program	90	14.3%	58
Member of any hotel rewards program	77	12.2%	47

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