



Retail Market Potential

Blytheville Primary Trade Area
Area: 634.84 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		25,616	24,410
Population 18+		19,428	18,550
Households		10,228	9,861
Median Household Income		\$43,080	\$47,613

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	10,471	53.9%	98
Bought any women's clothing in last 12 months	9,390	48.3%	99
Bought any shoes in last 12 months	13,499	69.5%	96
Bought any fine jewelry in last 12 months	3,675	18.9%	99
Bought a watch in last 12 months	2,690	13.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	9,130	89.3%	100
HH bought/leased new vehicle last 12 months	814	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	17,321	89.2%	101
Bought/changed motor oil in last 12 months	10,347	53.3%	112
Had tune-up in last 12 months	4,681	24.1%	98
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	8,737	45.0%	114
Drank beer/ale in last 6 months	7,129	36.7%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,731	8.9%	91
Own digital SLR camera/camcorder	1,417	7.3%	74
Printed digital photos in last 12 months	4,289	22.1%	87
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,863	35.3%	108
Have a smartphone	17,393	89.5%	97
Have a smartphone: Android phone (any brand)	9,154	47.1%	118
Have a smartphone: Apple iPhone	8,216	42.3%	80
Number of cell phones in household: 1	3,456	33.8%	110
Number of cell phones in household: 2	3,785	37.0%	96
Number of cell phones in household: 3+	2,738	26.8%	92
HH has cell phone only (no landline telephone)	6,969	68.1%	102
Computers (Households)			
HH owns a computer	7,324	71.6%	88
HH owns desktop computer	3,291	32.2%	85
HH owns laptop/notebook	5,800	56.7%	86
HH owns any Apple/Mac brand computer	1,418	13.9%	62
HH owns any PC/non-Apple brand computer	6,427	62.8%	94
HH purchased most recent computer in a store	3,385	33.1%	89
HH purchased most recent computer online	1,893	18.5%	82
HH spent \$1-\$499 on most recent home computer	1,713	16.7%	108
HH spent \$500-\$999 on most recent home computer	1,716	16.8%	88
HH spent \$1,000-\$1,499 on most recent home computer	926	9.1%	75
HH spent \$1,500-\$1,999 on most recent home computer	330	3.2%	62
HH spent \$2,000+ on most recent home computer	280	2.7%	58

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	12,928	66.5%	106
Bought brewed coffee at convenience store in last 30 days	2,395	12.3%	99
Bought cigarettes at convenience store in last 30 days	2,237	11.5%	161
Bought gas at convenience store in last 30 days	8,780	45.2%	120
Spent at convenience store in last 30 days: \$1-19	1,352	7.0%	92
Spent at convenience store in last 30 days: \$20-\$39	1,955	10.1%	98
Spent at convenience store in last 30 days: \$40-\$50	1,773	9.1%	107
Spent at convenience store in last 30 days: \$51-\$99	1,404	7.2%	120
Spent at convenience store in last 30 days: \$100+	4,858	25.0%	123
Entertainment (Adults)			
Attended a movie in last 6 months	8,374	43.1%	90
Went to live theater in last 12 months	1,278	6.6%	65
Went to a bar/night club in last 12 months	2,574	13.2%	78
Dined out in last 12 months	9,018	46.4%	92
Gambled at a casino in last 12 months	1,980	10.2%	89
Visited a theme park in last 12 months	2,384	12.3%	86
Viewed movie (video-on-demand) in last 30 days	1,831	9.4%	73
Viewed TV show (video-on-demand) in last 30 days	1,192	6.1%	72
Watched any pay-per-view TV in last 12 months	981	5.0%	79
Downloaded a movie over the Internet in last 30 days	1,238	6.4%	84
Downloaded any individual song in last 6 months	3,532	18.2%	93
Used internet to watch a movie online in the last 30 days	5,490	28.3%	83
Used internet to watch a TV program online in last 30 days	3,558	18.3%	83
Played a video/electronic game (console) in last 12 months	2,266	11.7%	99
Played a video/electronic game (portable) in last 12 months	1,038	5.3%	90
Financial (Adults)			
Have home mortgage (1st)	5,989	30.8%	85
Used ATM/cash machine in last 12 months	10,943	56.3%	93
Own any stock	1,731	8.9%	74
Own U.S. savings bond	994	5.1%	83
Own shares in mutual fund (stock)	1,494	7.7%	69
Own shares in mutual fund (bonds)	990	5.1%	72
Have interest checking account	6,075	31.3%	88
Have non-interest checking account	6,825	35.1%	99
Have savings account	11,850	61.0%	89
Have 401K retirement savings plan	3,589	18.5%	85
Own/used any credit/debit card in last 12 months	16,488	84.9%	96
Avg monthly credit card expenditures: \$1-110	2,434	12.5%	105
Avg monthly credit card expenditures: \$111-\$225	1,433	7.4%	93
Avg monthly credit card expenditures: \$226-\$450	1,378	7.1%	81
Avg monthly credit card expenditures: \$451-\$700	1,355	7.0%	87
Avg monthly credit card expenditures: \$701-\$1,000	1,141	5.9%	78
Avg monthly credit card expenditures: \$1001-2000	1,374	7.1%	71
Avg monthly credit card expenditures: \$2001+	1,110	5.7%	64
Did banking online in last 12 months	8,754	45.1%	85
Did banking on mobile device in last 12 months	6,911	35.6%	85

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Grocery (Adults)			
HH used bread in last 6 months	9,689	94.7%	100
HH used chicken (fresh or frozen) in last 6 months	6,796	66.4%	97
HH used turkey (fresh or frozen) in last 6 months	1,593	15.6%	107
HH used fish/seafood (fresh or frozen) in last 6 months	5,607	54.8%	94
HH used fresh fruit/vegetables in last 6 months	8,672	84.8%	97
HH used fresh milk in last 6 months	8,575	83.8%	101
HH used organic food in last 6 months	1,870	18.3%	73
Health (Adults)			
Exercise at home 2+ times per week	6,522	33.6%	83
Exercise at club 2+ times per week	1,742	9.0%	65
Visited a doctor in last 12 months	15,039	77.4%	98
Used vitamin/dietary supplement in last 6 months	11,015	56.7%	93
Home (Households)			
HH did any home improvement in last 12 months	3,288	32.1%	94
HH used any maid/professional cleaning service in last 12 months	1,662	16.2%	79
HH purchased low ticket HH furnishings in last 12 months	2,157	21.1%	98
HH purchased big ticket HH furnishings in last 12 months	2,496	24.4%	94
HH bought any small kitchen appliance in last 12 months	2,471	24.2%	95
HH bought any large kitchen appliance in last 12 months	1,655	16.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	9,490	48.8%	101
Carry medical/hospital/accident insurance	15,359	79.1%	98
Carry homeowner/personal property insurance	10,759	55.4%	98
Carry renter's insurance	1,813	9.3%	88
HH has auto insurance: 1 vehicle in household covered	3,047	29.8%	101
HH has auto insurance: 2 vehicles in household covered	2,958	28.9%	93
HH has auto insurance: 3+ vehicles in household covered	2,593	25.4%	102
Pets (Households)			
Household owns any pet	5,834	57.0%	109
Household owns any cat	2,868	28.0%	122
Household owns any dog	4,566	44.6%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	8,013	41.2%	116
Buy based on quality not price	3,055	15.7%	91
Buy on credit rather than wait	2,323	12.0%	91
Only use coupons brands: usually buy	2,787	14.3%	105
Will pay more for environmentally safe products	2,279	11.7%	86
Buy based on price not brands	6,007	30.9%	107
Am interested in how to help the environment	3,456	17.8%	87
Reading (Adults)			
Bought digital book in last 12 months	2,946	15.2%	87
Bought hardcover book in last 12 months	4,234	21.8%	89
Bought paperback book in last 12 month	5,310	27.3%	88
Read any daily newspaper (paper version)	2,889	14.9%	96
Read any digital newspaper in last 30 days	7,817	40.2%	81
Read any magazine (paper/electronic version) in last 6 months	16,656	85.7%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	12,912	66.5%	99
Went to family restaurant/steak house: 4+ times a month	4,317	22.2%	107
Went to fast food/drive-in restaurant in last 6 months	17,762	91.4%	101
Went to fast food/drive-in restaurant 9+ times/month	7,941	40.9%	108
Fast food restaurant last 6 months: eat in	4,441	22.9%	101
Fast food restaurant last 6 months: home delivery	1,821	9.4%	81
Fast food restaurant last 6 months: take-out/drive-thru	11,631	59.9%	107
Fast food restaurant last 6 months: take-out/walk-in	3,320	17.1%	80
Television & Electronics (Adults/Households)			
Own any tablet	9,914	51.0%	91
Own any e-reader	1,721	8.9%	72
Own e-reader/tablet: iPad	5,155	26.5%	76
HH has Internet connectable TV	4,113	40.2%	94
Own any portable MP3 player	2,384	12.3%	90
HH owns 1 TV	1,886	18.4%	94
HH owns 2 TVs	2,825	27.6%	101
HH owns 3 TVs	2,359	23.1%	104
HH owns 4+ TVs	2,072	20.3%	98
HH subscribes to cable TV	3,160	30.9%	83
HH subscribes to fiber optic	267	2.6%	48
HH owns portable GPS navigation device	2,094	20.5%	100
HH purchased video game system in last 12 months	550	5.4%	69
HH owns any Internet video device for TV	4,199	41.1%	91
Travel (Adults)			
Took domestic trip in continental US last 12 months	8,990	46.3%	87
Took 3+ domestic non-business trips in last 12 months	1,927	9.9%	79
Spent on domestic vacations in last 12 months: \$1-999	2,187	11.3%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	934	4.8%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	636	3.3%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	582	3.0%	80
Spent on domestic vacations in last 12 months: \$3,000+	792	4.1%	64
Domestic travel in last 12 months: used general travel website	736	3.8%	64
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,110	21.2%	64
Took 3+ foreign trips by plane in last 3 years	713	3.7%	46
Spent on foreign vacations in last 12 months: \$1-999	847	4.4%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	525	2.7%	70
Spent on foreign vacations in last 12 months: \$3,000+	646	3.3%	55
Foreign travel in last 3 years: used general travel website	730	3.8%	58
Nights spent in hotel/motel in last 12 months: any	7,865	40.5%	89
Took cruise of more than one day in last 3 years	1,670	8.6%	80
Member of any frequent flyer program	2,844	14.6%	59
Member of any hotel rewards program	4,026	20.7%	80

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