



Retail Market Potential

Walnut Ridge/Hoxie Trade Area
Area: 294.17 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		11,593	11,609
Population 18+		9,332	9,344
Households		4,633	4,666
Median Household Income		\$45,282	\$51,956

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	5,008	53.7%	98
Bought any women's clothing in last 12 months	4,375	46.9%	96
Bought any shoes in last 12 months	6,563	70.3%	97
Bought any fine jewelry in last 12 months	1,524	16.3%	85
Bought a watch in last 12 months	1,213	13.0%	91
Automobiles (Households)			
HH owns/leases any vehicle	4,223	91.2%	102
HH bought/leased new vehicle last 12 months	369	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,445	90.5%	102
Bought/changed motor oil in last 12 months	5,080	54.4%	114
Had tune-up in last 12 months	2,184	23.4%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	4,240	45.4%	116
Drank beer/ale in last 6 months	3,379	36.2%	89
Cameras (Adults)			
Own digital point & shoot camera/camcorder	915	9.8%	100
Own digital SLR camera/camcorder	659	7.1%	72
Printed digital photos in last 12 months	2,010	21.5%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,349	35.9%	110
Have a smartphone	8,238	88.3%	96
Have a smartphone: Android phone (any brand)	4,277	45.8%	115
Have a smartphone: Apple iPhone	3,870	41.5%	79
Number of cell phones in household: 1	1,542	33.3%	109
Number of cell phones in household: 2	1,839	39.7%	103
Number of cell phones in household: 3+	1,125	24.3%	83
HH has cell phone only (no landline telephone)	3,011	65.0%	97
Computers (Households)			
HH owns a computer	3,334	72.0%	89
HH owns desktop computer	1,523	32.9%	87
HH owns laptop/notebook	2,583	55.8%	85
HH owns any Apple/Mac brand computer	556	12.0%	54
HH owns any PC/non-Apple brand computer	3,001	64.8%	97
HH purchased most recent computer in a store	1,613	34.8%	94
HH purchased most recent computer online	840	18.1%	80
HH spent \$1-\$499 on most recent home computer	852	18.4%	119
HH spent \$500-\$999 on most recent home computer	806	17.4%	92
HH spent \$1,000-\$1,499 on most recent home computer	444	9.6%	80
HH spent \$1,500-\$1,999 on most recent home computer	127	2.7%	52
HH spent \$2,000+ on most recent home computer	99	2.1%	45

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	6,258	67.1%	107
Bought brewed coffee at convenience store in last 30 days	1,156	12.4%	100
Bought cigarettes at convenience store in last 30 days	1,207	12.9%	181
Bought gas at convenience store in last 30 days	4,451	47.7%	127
Spent at convenience store in last 30 days: \$1-19	532	5.7%	75
Spent at convenience store in last 30 days: \$20-\$39	960	10.3%	100
Spent at convenience store in last 30 days: \$40-\$50	857	9.2%	107
Spent at convenience store in last 30 days: \$51-\$99	681	7.3%	121
Spent at convenience store in last 30 days: \$100+	2,506	26.9%	132
Entertainment (Adults)			
Attended a movie in last 6 months	3,919	42.0%	88
Went to live theater in last 12 months	577	6.2%	61
Went to a bar/night club in last 12 months	1,250	13.4%	79
Dined out in last 12 months	4,362	46.7%	92
Gambled at a casino in last 12 months	890	9.5%	84
Visited a theme park in last 12 months	1,135	12.2%	85
Viewed movie (video-on-demand) in last 30 days	816	8.7%	68
Viewed TV show (video-on-demand) in last 30 days	555	5.9%	70
Watched any pay-per-view TV in last 12 months	457	4.9%	76
Downloaded a movie over the Internet in last 30 days	541	5.8%	76
Downloaded any individual song in last 6 months	1,660	17.8%	91
Used internet to watch a movie online in the last 30 days	2,459	26.4%	77
Used internet to watch a TV program online in last 30 days	1,576	16.9%	77
Played a video/electronic game (console) in last 12 months	1,065	11.4%	97
Played a video/electronic game (portable) in last 12 months	539	5.8%	97
Financial (Adults)			
Have home mortgage (1st)	2,655	28.5%	79
Used ATM/cash machine in last 12 months	5,191	55.6%	92
Own any stock	790	8.5%	70
Own U.S. savings bond	483	5.2%	84
Own shares in mutual fund (stock)	679	7.3%	65
Own shares in mutual fund (bonds)	412	4.4%	63
Have interest checking account	3,033	32.5%	92
Have non-interest checking account	3,384	36.3%	102
Have savings account	5,627	60.3%	88
Have 401K retirement savings plan	1,647	17.6%	81
Own/used any credit/debit card in last 12 months	7,830	83.9%	94
Avg monthly credit card expenditures: \$1-110	1,257	13.5%	113
Avg monthly credit card expenditures: \$111-\$225	765	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	723	7.7%	88
Avg monthly credit card expenditures: \$451-\$700	575	6.2%	77
Avg monthly credit card expenditures: \$701-\$1,000	495	5.3%	71
Avg monthly credit card expenditures: \$1001-2000	633	6.8%	68
Avg monthly credit card expenditures: \$2001+	467	5.0%	56
Did banking online in last 12 months	4,162	44.6%	84
Did banking on mobile device in last 12 months	3,160	33.9%	81

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Grocery (Adults)			
HH used bread in last 6 months	4,403	95.0%	101
HH used chicken (fresh or frozen) in last 6 months	3,055	65.9%	96
HH used turkey (fresh or frozen) in last 6 months	740	16.0%	110
HH used fish/seafood (fresh or frozen) in last 6 months	2,404	51.9%	89
HH used fresh fruit/vegetables in last 6 months	3,922	84.7%	97
HH used fresh milk in last 6 months	3,978	85.9%	103
HH used organic food in last 6 months	753	16.3%	65
Health (Adults)			
Exercise at home 2+ times per week	2,777	29.8%	73
Exercise at club 2+ times per week	674	7.2%	53
Visited a doctor in last 12 months	7,353	78.8%	99
Used vitamin/dietary supplement in last 6 months	5,109	54.7%	90
Home (Households)			
HH did any home improvement in last 12 months	1,516	32.7%	96
HH used any maid/professional cleaning service in last 12 months	659	14.2%	69
HH purchased low ticket HH furnishings in last 12 months	1,032	22.3%	103
HH purchased big ticket HH furnishings in last 12 months	1,138	24.6%	94
HH bought any small kitchen appliance in last 12 months	1,134	24.5%	96
HH bought any large kitchen appliance in last 12 months	763	16.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	4,588	49.2%	102
Carry medical/hospital/accident insurance	7,508	80.5%	99
Carry homeowner/personal property insurance	5,246	56.2%	99
Carry renter's insurance	855	9.2%	86
HH has auto insurance: 1 vehicle in household covered	1,350	29.1%	99
HH has auto insurance: 2 vehicles in household covered	1,401	30.2%	98
HH has auto insurance: 3+ vehicles in household covered	1,265	27.3%	110
Pets (Households)			
Household owns any pet	2,846	61.4%	117
Household owns any cat	1,468	31.7%	138
Household owns any dog	2,190	47.3%	119
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	4,143	44.4%	125
Buy based on quality not price	1,463	15.7%	91
Buy on credit rather than wait	1,154	12.4%	94
Only use coupons brands: usually buy	1,398	15.0%	110
Will pay more for environmentally safe products	1,049	11.2%	82
Buy based on price not brands	2,955	31.7%	110
Am interested in how to help the environment	1,458	15.6%	76
Reading (Adults)			
Bought digital book in last 12 months	1,347	14.4%	83
Bought hardcover book in last 12 months	2,002	21.5%	88
Bought paperback book in last 12 month	2,529	27.1%	87
Read any daily newspaper (paper version)	1,438	15.4%	100
Read any digital newspaper in last 30 days	3,617	38.8%	78
Read any magazine (paper/electronic version) in last 6 months	8,029	86.0%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,198	66.4%	99
Went to family restaurant/steak house: 4+ times a month	1,961	21.0%	101
Went to fast food/drive-in restaurant in last 6 months	8,547	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month	3,871	41.5%	110
Fast food restaurant last 6 months: eat in	2,280	24.4%	108
Fast food restaurant last 6 months: home delivery	748	8.0%	69
Fast food restaurant last 6 months: take-out/drive-thru	5,632	60.4%	108
Fast food restaurant last 6 months: take-out/walk-in	1,647	17.6%	83
Television & Electronics (Adults/Households)			
Own any tablet	4,666	50.0%	89
Own any e-reader	834	8.9%	73
Own e-reader/tablet: iPad	2,342	25.1%	72
HH has Internet connectable TV	1,871	40.4%	95
Own any portable MP3 player	1,076	11.5%	84
HH owns 1 TV	851	18.4%	94
HH owns 2 TVs	1,282	27.7%	101
HH owns 3 TVs	1,049	22.6%	102
HH owns 4+ TVs	944	20.4%	98
HH subscribes to cable TV	1,351	29.2%	78
HH subscribes to fiber optic	91	2.0%	36
HH owns portable GPS navigation device	1,026	22.1%	108
HH purchased video game system in last 12 months	231	5.0%	64
HH owns any Internet video device for TV	1,817	39.2%	86
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,264	45.7%	86
Took 3+ domestic non-business trips in last 12 months	954	10.2%	81
Spent on domestic vacations in last 12 months: \$1-999	1,078	11.6%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	427	4.6%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	352	3.8%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	260	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	320	3.4%	54
Domestic travel in last 12 months: used general travel website	321	3.4%	58
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,684	18.0%	54
Took 3+ foreign trips by plane in last 3 years	261	2.8%	35
Spent on foreign vacations in last 12 months: \$1-999	358	3.8%	53
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	242	2.6%	67
Spent on foreign vacations in last 12 months: \$3,000+	237	2.5%	42
Foreign travel in last 3 years: used general travel website	309	3.3%	51
Nights spent in hotel/motel in last 12 months: any	3,818	40.9%	90
Took cruise of more than one day in last 3 years	643	6.9%	64
Member of any frequent flyer program	1,096	11.7%	47
Member of any hotel rewards program	1,838	19.7%	76

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