



# Retail Market Potential

Pocahontas Trade Area  
Area: 682 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		19,423	19,559
Population 18+		15,565	15,616
Households		7,652	7,696
Median Household Income		\$40,060	\$45,888

  

<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	8,647	55.6%	101
Bought any women's clothing in last 12 months	7,391	47.5%	98
Bought any shoes in last 12 months	11,129	71.5%	99
Bought any fine jewelry in last 12 months	2,524	16.2%	85
Bought a watch in last 12 months	2,024	13.0%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,063	92.3%	103
HH bought/leased new vehicle last 12 months	619	8.1%	84
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	14,254	91.6%	103
Bought/changed motor oil in last 12 months	8,679	55.8%	117
Had tune-up in last 12 months	3,670	23.6%	96
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	6,994	44.9%	114
Drank beer/ale in last 6 months	5,537	35.6%	87
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,538	9.9%	101
Own digital SLR camera/camcorder	1,093	7.0%	72
Printed digital photos in last 12 months	3,435	22.1%	87
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,488	35.3%	108
Have a smartphone	13,648	87.7%	95
Have a smartphone: Android phone (any brand)	6,910	44.4%	111
Have a smartphone: Apple iPhone	6,626	42.6%	81
Number of cell phones in household: 1	2,424	31.7%	103
Number of cell phones in household: 2	3,140	41.0%	107
Number of cell phones in household: 3+	1,870	24.4%	84
HH has cell phone only (no landline telephone)	4,836	63.2%	94
<b>Computers (Households)</b>			
HH owns a computer	5,495	71.8%	88
HH owns desktop computer	2,502	32.7%	86
HH owns laptop/notebook	4,266	55.8%	85
HH owns any Apple/Mac brand computer	857	11.2%	50
HH owns any PC/non-Apple brand computer	4,984	65.1%	98
HH purchased most recent computer in a store	2,717	35.5%	96
HH purchased most recent computer online	1,333	17.4%	77
HH spent \$1-\$499 on most recent home computer	1,377	18.0%	116
HH spent \$500-\$999 on most recent home computer	1,301	17.0%	90
HH spent \$1,000-\$1,499 on most recent home computer	753	9.8%	82
HH spent \$1,500-\$1,999 on most recent home computer	212	2.8%	53
HH spent \$2,000+ on most recent home computer	160	2.1%	44

**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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	10,380	66.7%	106
Bought brewed coffee at convenience store in last 30 days	2,023	13.0%	105
Bought cigarettes at convenience store in last 30 days	1,903	12.2%	171
Bought gas at convenience store in last 30 days	7,415	47.6%	126
Spent at convenience store in last 30 days: \$1-19	843	5.4%	71
Spent at convenience store in last 30 days: \$20-\$39	1,524	9.8%	96
Spent at convenience store in last 30 days: \$40-\$50	1,429	9.2%	107
Spent at convenience store in last 30 days: \$51-\$99	1,096	7.0%	117
Spent at convenience store in last 30 days: \$100+	4,193	26.9%	132
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,441	41.4%	86
Went to live theater in last 12 months	883	5.7%	56
Went to a bar/night club in last 12 months	1,990	12.8%	75
Dined out in last 12 months	7,489	48.1%	95
Gambled at a casino in last 12 months	1,349	8.7%	76
Visited a theme park in last 12 months	1,727	11.1%	77
Viewed movie (video-on-demand) in last 30 days	1,285	8.3%	64
Viewed TV show (video-on-demand) in last 30 days	808	5.2%	61
Watched any pay-per-view TV in last 12 months	796	5.1%	80
Downloaded a movie over the Internet in last 30 days	888	5.7%	75
Downloaded any individual song in last 6 months	2,743	17.6%	90
Used internet to watch a movie online in the last 30 days	3,870	24.9%	73
Used internet to watch a TV program online in last 30 days	2,443	15.7%	72
Played a video/electronic game (console) in last 12 months	1,720	11.1%	94
Played a video/electronic game (portable) in last 12 months	853	5.5%	92
<b>Financial (Adults)</b>			
Have home mortgage (1st)	4,751	30.5%	85
Used ATM/cash machine in last 12 months	8,712	56.0%	93
Own any stock	1,326	8.5%	71
Own U.S. savings bond	809	5.2%	84
Own shares in mutual fund (stock)	1,175	7.5%	68
Own shares in mutual fund (bonds)	748	4.8%	68
Have interest checking account	5,287	34.0%	96
Have non-interest checking account	5,658	36.4%	103
Have savings account	9,549	61.3%	89
Have 401K retirement savings plan	2,803	18.0%	83
Own/used any credit/debit card in last 12 months	13,285	85.4%	96
Avg monthly credit card expenditures: \$1-110	2,078	13.4%	112
Avg monthly credit card expenditures: \$111-\$225	1,371	8.8%	112
Avg monthly credit card expenditures: \$226-\$450	1,092	7.0%	80
Avg monthly credit card expenditures: \$451-\$700	1,059	6.8%	85
Avg monthly credit card expenditures: \$701-\$1,000	915	5.9%	78
Avg monthly credit card expenditures: \$1001-2000	1,076	6.9%	69
Avg monthly credit card expenditures: \$2001+	819	5.3%	59
Did banking online in last 12 months	7,147	45.9%	87
Did banking on mobile device in last 12 months	5,556	35.7%	85

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	7,298	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	5,140	67.2%	98
HH used turkey (fresh or frozen) in last 6 months	1,312	17.1%	118
HH used fish/seafood (fresh or frozen) in last 6 months	4,112	53.7%	92
HH used fresh fruit/vegetables in last 6 months	6,513	85.1%	97
HH used fresh milk in last 6 months	6,577	86.0%	104
HH used organic food in last 6 months	1,194	15.6%	62
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,871	31.3%	77
Exercise at club 2+ times per week	1,032	6.6%	48
Visited a doctor in last 12 months	12,407	79.7%	100
Used vitamin/dietary supplement in last 6 months	8,772	56.4%	93
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,587	33.8%	99
HH used any maid/professional cleaning service in last 12 months	1,129	14.8%	72
HH purchased low ticket HH furnishings in last 12 months	1,647	21.5%	100
HH purchased big ticket HH furnishings in last 12 months	1,839	24.0%	92
HH bought any small kitchen appliance in last 12 months	1,786	23.3%	92
HH bought any large kitchen appliance in last 12 months	1,266	16.5%	106
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,840	50.4%	104
Carry medical/hospital/accident insurance	12,710	81.7%	101
Carry homeowner/personal property insurance	9,126	58.6%	104
Carry renter's insurance	1,474	9.5%	89
HH has auto insurance: 1 vehicle in household covered	2,158	28.2%	96
HH has auto insurance: 2 vehicles in household covered	2,292	30.0%	97
HH has auto insurance: 3+ vehicles in household covered	2,260	29.5%	119
<b>Pets (Households)</b>			
Household owns any pet	4,794	62.7%	120
Household owns any cat	2,502	32.7%	142
Household owns any dog	3,795	49.6%	125
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	7,195	46.2%	131
Buy based on quality not price	2,276	14.6%	85
Buy on credit rather than wait	1,895	12.2%	92
Only use coupons brands: usually buy	2,386	15.3%	112
Will pay more for environmentally safe products	1,661	10.7%	78
Buy based on price not brands	4,841	31.1%	108
Am interested in how to help the environment	2,402	15.4%	75
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,211	14.2%	82
Bought hardcover book in last 12 months	3,394	21.8%	89
Bought paperback book in last 12 month	4,221	27.1%	87
Read any daily newspaper (paper version)	2,306	14.8%	96
Read any digital newspaper in last 30 days	5,992	38.5%	78
Read any magazine (paper/electronic version) in last 6 months	13,260	85.2%	96

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	10,576	67.9%	101
Went to family restaurant/steak house: 4+ times a month	3,423	22.0%	106
Went to fast food/drive-in restaurant in last 6 months	14,337	92.1%	102
Went to fast food/drive-in restaurant 9+ times/month	6,592	42.4%	112
Fast food restaurant last 6 months: eat in	4,026	25.9%	114
Fast food restaurant last 6 months: home delivery	1,176	7.6%	65
Fast food restaurant last 6 months: take-out/drive-thru	9,562	61.4%	110
Fast food restaurant last 6 months: take-out/walk-in	2,729	17.5%	82
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	7,727	49.6%	88
Own any e-reader	1,449	9.3%	76
Own e-reader/tablet: iPad	3,894	25.0%	72
HH has Internet connectable TV	3,148	41.1%	96
Own any portable MP3 player	1,699	10.9%	80
HH owns 1 TV	1,424	18.6%	95
HH owns 2 TVs	2,171	28.4%	103
HH owns 3 TVs	1,789	23.4%	106
HH owns 4+ TVs	1,520	19.9%	96
HH subscribes to cable TV	1,878	24.5%	66
HH subscribes to fiber optic	143	1.9%	34
HH owns portable GPS navigation device	1,743	22.8%	111
HH purchased video game system in last 12 months	347	4.5%	59
HH owns any Internet video device for TV	3,079	40.2%	89
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	7,319	47.0%	88
Took 3+ domestic non-business trips in last 12 months	1,687	10.8%	86
Spent on domestic vacations in last 12 months: \$1-999	1,700	10.9%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	718	4.6%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	610	3.9%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	447	2.9%	76
Spent on domestic vacations in last 12 months: \$3,000+	671	4.3%	67
Domestic travel in last 12 months: used general travel website	518	3.3%	56
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,000	19.3%	58
Took 3+ foreign trips by plane in last 3 years	444	2.9%	36
Spent on foreign vacations in last 12 months: \$1-999	691	4.4%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	458	2.9%	76
Spent on foreign vacations in last 12 months: \$3,000+	391	2.5%	42
Foreign travel in last 3 years: used general travel website	610	3.9%	60
Nights spent in hotel/motel in last 12 months: any	6,571	42.2%	93
Took cruise of more than one day in last 3 years	1,165	7.5%	69
Member of any frequent flyer program	1,850	11.9%	48
Member of any hotel rewards program	3,150	20.2%	78

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