



Retail Market Potential

Trumann Trade Area
Area: 116.61 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		8,986	8,763
Population 18+		6,922	6,668
Households		3,590	3,508
Median Household Income		\$40,693	\$43,252

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	3,845	55.5%	101
Bought any women's clothing in last 12 months	3,298	47.6%	98
Bought any shoes in last 12 months	4,791	69.2%	96
Bought any fine jewelry in last 12 months	1,312	19.0%	99
Bought a watch in last 12 months	927	13.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	3,221	89.7%	100
HH bought/leased new vehicle last 12 months	285	7.9%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,176	89.2%	101
Bought/changed motor oil in last 12 months	3,796	54.8%	115
Had tune-up in last 12 months	1,625	23.5%	96
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	3,184	46.0%	117
Drank beer/ale in last 6 months	2,566	37.1%	91
Cameras (Adults)			
Own digital point & shoot camera/camcorder	703	10.2%	104
Own digital SLR camera/camcorder	475	6.9%	70
Printed digital photos in last 12 months	1,545	22.3%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,463	35.6%	109
Have a smartphone	6,113	88.3%	96
Have a smartphone: Android phone (any brand)	3,296	47.6%	120
Have a smartphone: Apple iPhone	2,777	40.1%	76
Number of cell phones in household: 1	1,210	33.7%	110
Number of cell phones in household: 2	1,361	37.9%	99
Number of cell phones in household: 3+	925	25.8%	88
HH has cell phone only (no landline telephone)	2,475	68.9%	103
Computers (Households)			
HH owns a computer	2,538	70.7%	87
HH owns desktop computer	1,136	31.6%	84
HH owns laptop/notebook	1,981	55.2%	84
HH owns any Apple/Mac brand computer	450	12.5%	56
HH owns any PC/non-Apple brand computer	2,257	62.9%	94
HH purchased most recent computer in a store	1,148	32.0%	86
HH purchased most recent computer online	647	18.0%	80
HH spent \$1-\$499 on most recent home computer	647	18.0%	116
HH spent \$500-\$999 on most recent home computer	580	16.2%	85
HH spent \$1,000-\$1,499 on most recent home computer	322	9.0%	75
HH spent \$1,500-\$1,999 on most recent home computer	113	3.1%	60
HH spent \$2,000+ on most recent home computer	80	2.2%	47

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	4,776	69.0%	110
Bought brewed coffee at convenience store in last 30 days	933	13.5%	109
Bought cigarettes at convenience store in last 30 days	807	11.7%	163
Bought gas at convenience store in last 30 days	3,288	47.5%	126
Spent at convenience store in last 30 days: \$1-19	435	6.3%	83
Spent at convenience store in last 30 days: \$20-\$39	709	10.2%	100
Spent at convenience store in last 30 days: \$40-\$50	654	9.4%	111
Spent at convenience store in last 30 days: \$51-\$99	544	7.9%	130
Spent at convenience store in last 30 days: \$100+	1,797	26.0%	127
Entertainment (Adults)			
Attended a movie in last 6 months	2,898	41.9%	87
Went to live theater in last 12 months	381	5.5%	55
Went to a bar/night club in last 12 months	952	13.8%	81
Dined out in last 12 months	3,246	46.9%	93
Gambled at a casino in last 12 months	685	9.9%	87
Visited a theme park in last 12 months	840	12.1%	85
Viewed movie (video-on-demand) in last 30 days	589	8.5%	66
Viewed TV show (video-on-demand) in last 30 days	401	5.8%	68
Watched any pay-per-view TV in last 12 months	327	4.7%	74
Downloaded a movie over the Internet in last 30 days	399	5.8%	76
Downloaded any individual song in last 6 months	1,118	16.2%	82
Used internet to watch a movie online in the last 30 days	1,912	27.6%	81
Used internet to watch a TV program online in last 30 days	1,240	17.9%	82
Played a video/electronic game (console) in last 12 months	876	12.7%	108
Played a video/electronic game (portable) in last 12 months	418	6.0%	101
Financial (Adults)			
Have home mortgage (1st)	2,033	29.4%	81
Used ATM/cash machine in last 12 months	3,793	54.8%	91
Own any stock	582	8.4%	70
Own U.S. savings bond	397	5.7%	93
Own shares in mutual fund (stock)	501	7.2%	65
Own shares in mutual fund (bonds)	317	4.6%	65
Have interest checking account	2,234	32.3%	91
Have non-interest checking account	2,364	34.2%	96
Have savings account	4,186	60.5%	88
Have 401K retirement savings plan	1,296	18.7%	86
Own/used any credit/debit card in last 12 months	5,806	83.9%	94
Avg monthly credit card expenditures: \$1-110	916	13.2%	111
Avg monthly credit card expenditures: \$111-\$225	502	7.3%	92
Avg monthly credit card expenditures: \$226-\$450	552	8.0%	91
Avg monthly credit card expenditures: \$451-\$700	458	6.6%	82
Avg monthly credit card expenditures: \$701-\$1,000	392	5.7%	76
Avg monthly credit card expenditures: \$1001-2000	464	6.7%	67
Avg monthly credit card expenditures: \$2001+	325	4.7%	53
Did banking online in last 12 months	2,919	42.2%	80
Did banking on mobile device in last 12 months	2,364	34.2%	82

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Grocery (Adults)			
HH used bread in last 6 months	3,394	94.5%	100
HH used chicken (fresh or frozen) in last 6 months	2,384	66.4%	97
HH used turkey (fresh or frozen) in last 6 months	588	16.4%	113
HH used fish/seafood (fresh or frozen) in last 6 months	1,964	54.7%	94
HH used fresh fruit/vegetables in last 6 months	3,062	85.3%	97
HH used fresh milk in last 6 months	3,020	84.1%	101
HH used organic food in last 6 months	678	18.9%	76
Health (Adults)			
Exercise at home 2+ times per week	2,320	33.5%	83
Exercise at club 2+ times per week	509	7.4%	54
Visited a doctor in last 12 months	5,446	78.7%	99
Used vitamin/dietary supplement in last 6 months	3,809	55.0%	91
Home (Households)			
HH did any home improvement in last 12 months	1,178	32.8%	96
HH used any maid/professional cleaning service in last 12 months	545	15.2%	74
HH purchased low ticket HH furnishings in last 12 months	735	20.5%	95
HH purchased big ticket HH furnishings in last 12 months	895	24.9%	96
HH bought any small kitchen appliance in last 12 months	827	23.0%	91
HH bought any large kitchen appliance in last 12 months	568	15.8%	102
Insurance (Adults/Households)			
Currently carry life insurance	3,330	48.1%	100
Carry medical/hospital/accident insurance	5,523	79.8%	98
Carry homeowner/personal property insurance	3,918	56.6%	100
Carry renter's insurance	636	9.2%	86
HH has auto insurance: 1 vehicle in household covered	1,068	29.7%	101
HH has auto insurance: 2 vehicles in household covered	1,006	28.0%	91
HH has auto insurance: 3+ vehicles in household covered	926	25.8%	104
Pets (Households)			
Household owns any pet	2,096	58.4%	111
Household owns any cat	1,119	31.2%	136
Household owns any dog	1,612	44.9%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	2,895	41.8%	118
Buy based on quality not price	974	14.1%	82
Buy on credit rather than wait	769	11.1%	84
Only use coupons brands: usually buy	917	13.2%	97
Will pay more for environmentally safe products	776	11.2%	82
Buy based on price not brands	2,200	31.8%	110
Am interested in how to help the environment	1,187	17.1%	84
Reading (Adults)			
Bought digital book in last 12 months	995	14.4%	83
Bought hardcover book in last 12 months	1,414	20.4%	84
Bought paperback book in last 12 month	1,822	26.3%	84
Read any daily newspaper (paper version)	1,048	15.1%	98
Read any digital newspaper in last 30 days	2,686	38.8%	78
Read any magazine (paper/electronic version) in last 6 months	5,883	85.0%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,590	66.3%	99
Went to family restaurant/steak house: 4+ times a month	1,530	22.1%	107
Went to fast food/drive-in restaurant in last 6 months	6,321	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	2,840	41.0%	108
Fast food restaurant last 6 months: eat in	1,544	22.3%	98
Fast food restaurant last 6 months: home delivery	682	9.9%	85
Fast food restaurant last 6 months: take-out/drive-thru	4,170	60.2%	107
Fast food restaurant last 6 months: take-out/walk-in	1,094	15.8%	74
Television & Electronics (Adults/Households)			
Own any tablet	3,406	49.2%	87
Own any e-reader	560	8.1%	66
Own e-reader/tablet: iPad	1,707	24.7%	71
HH has Internet connectable TV	1,400	39.0%	91
Own any portable MP3 player	879	12.7%	93
HH owns 1 TV	638	17.8%	91
HH owns 2 TVs	1,034	28.8%	105
HH owns 3 TVs	876	24.4%	110
HH owns 4+ TVs	669	18.6%	90
HH subscribes to cable TV	1,085	30.2%	81
HH subscribes to fiber optic	69	1.9%	35
HH owns portable GPS navigation device	766	21.3%	104
HH purchased video game system in last 12 months	150	4.2%	54
HH owns any Internet video device for TV	1,433	39.9%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,129	45.2%	85
Took 3+ domestic non-business trips in last 12 months	643	9.3%	74
Spent on domestic vacations in last 12 months: \$1-999	753	10.9%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	342	4.9%	79
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	273	3.9%	104
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	191	2.8%	73
Spent on domestic vacations in last 12 months: \$3,000+	265	3.8%	60
Domestic travel in last 12 months: used general travel website	251	3.6%	61
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,271	18.4%	55
Took 3+ foreign trips by plane in last 3 years	206	3.0%	38
Spent on foreign vacations in last 12 months: \$1-999	236	3.4%	47
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	194	2.8%	73
Spent on foreign vacations in last 12 months: \$3,000+	186	2.7%	45
Foreign travel in last 3 years: used general travel website	241	3.5%	53
Nights spent in hotel/motel in last 12 months: any	2,709	39.1%	86
Took cruise of more than one day in last 3 years	470	6.8%	63
Member of any frequent flyer program	845	12.2%	49
Member of any hotel rewards program	1,332	19.2%	75

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