



Retail Market Potential

Wynne Trade Area
Area: 771.66 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		18,565	18,241
Population 18+		14,601	14,339
Households		7,467	7,369
Median Household Income		\$53,279	\$61,439

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	7,849	53.8%	98
Bought any women's clothing in last 12 months	7,047	48.3%	99
Bought any shoes in last 12 months	10,289	70.5%	98
Bought any fine jewelry in last 12 months	2,603	17.8%	93
Bought a watch in last 12 months	1,937	13.3%	93
Automobiles (Households)			
HH owns/leases any vehicle	6,792	91.0%	102
HH bought/leased new vehicle last 12 months	595	8.0%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	13,272	90.9%	103
Bought/changed motor oil in last 12 months	8,053	55.2%	116
Had tune-up in last 12 months	3,576	24.5%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	6,592	45.1%	115
Drank beer/ale in last 6 months	5,128	35.1%	86
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,300	8.9%	91
Own digital SLR camera/camcorder	1,077	7.4%	75
Printed digital photos in last 12 months	3,249	22.3%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,180	35.5%	109
Have a smartphone	13,059	89.4%	97
Have a smartphone: Android phone (any brand)	6,926	47.4%	119
Have a smartphone: Apple iPhone	6,142	42.1%	80
Number of cell phones in household: 1	2,402	32.2%	105
Number of cell phones in household: 2	2,888	38.7%	101
Number of cell phones in household: 3+	2,003	26.8%	92
HH has cell phone only (no landline telephone)	4,934	66.1%	99
Computers (Households)			
HH owns a computer	5,337	71.5%	88
HH owns desktop computer	2,368	31.7%	84
HH owns laptop/notebook	4,256	57.0%	87
HH owns any Apple/Mac brand computer	906	12.1%	54
HH owns any PC/non-Apple brand computer	4,772	63.9%	96
HH purchased most recent computer in a store	2,560	34.3%	93
HH purchased most recent computer online	1,374	18.4%	82
HH spent \$1-\$499 on most recent home computer	1,263	16.9%	109
HH spent \$500-\$999 on most recent home computer	1,254	16.8%	89
HH spent \$1,000-\$1,499 on most recent home computer	691	9.3%	77
HH spent \$1,500-\$1,999 on most recent home computer	217	2.9%	55
HH spent \$2,000+ on most recent home computer	195	2.6%	55

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,741	66.7%	106
Bought brewed coffee at convenience store in last 30 days	1,802	12.3%	99
Bought cigarettes at convenience store in last 30 days	1,802	12.3%	172
Bought gas at convenience store in last 30 days	6,867	47.0%	125
Spent at convenience store in last 30 days: \$1-19	967	6.6%	87
Spent at convenience store in last 30 days: \$20-\$39	1,445	9.9%	97
Spent at convenience store in last 30 days: \$40-\$50	1,345	9.2%	108
Spent at convenience store in last 30 days: \$51-\$99	1,050	7.2%	119
Spent at convenience store in last 30 days: \$100+	3,832	26.2%	129
Entertainment (Adults)			
Attended a movie in last 6 months	6,090	41.7%	87
Went to live theater in last 12 months	934	6.4%	64
Went to a bar/night club in last 12 months	1,805	12.4%	73
Dined out in last 12 months	6,873	47.1%	93
Gambled at a casino in last 12 months	1,414	9.7%	85
Visited a theme park in last 12 months	1,745	12.0%	83
Viewed movie (video-on-demand) in last 30 days	1,295	8.9%	69
Viewed TV show (video-on-demand) in last 30 days	853	5.8%	69
Watched any pay-per-view TV in last 12 months	702	4.8%	75
Downloaded a movie over the Internet in last 30 days	821	5.6%	74
Downloaded any individual song in last 6 months	2,717	18.6%	95
Used internet to watch a movie online in the last 30 days	3,782	25.9%	76
Used internet to watch a TV program online in last 30 days	2,426	16.6%	76
Played a video/electronic game (console) in last 12 months	1,684	11.5%	98
Played a video/electronic game (portable) in last 12 months	766	5.2%	88
Financial (Adults)			
Have home mortgage (1st)	4,617	31.6%	88
Used ATM/cash machine in last 12 months	8,289	56.8%	94
Own any stock	1,260	8.6%	72
Own U.S. savings bond	720	4.9%	80
Own shares in mutual fund (stock)	1,086	7.4%	67
Own shares in mutual fund (bonds)	729	5.0%	71
Have interest checking account	4,611	31.6%	89
Have non-interest checking account	5,351	36.6%	103
Have savings account	8,950	61.3%	89
Have 401K retirement savings plan	2,664	18.2%	84
Own/used any credit/debit card in last 12 months	12,508	85.7%	96
Avg monthly credit card expenditures: \$1-110	1,831	12.5%	105
Avg monthly credit card expenditures: \$111-\$225	1,151	7.9%	100
Avg monthly credit card expenditures: \$226-\$450	968	6.6%	75
Avg monthly credit card expenditures: \$451-\$700	1,008	6.9%	86
Avg monthly credit card expenditures: \$701-\$1,000	884	6.1%	81
Avg monthly credit card expenditures: \$1001-2000	1,031	7.1%	71
Avg monthly credit card expenditures: \$2001+	802	5.5%	62
Did banking online in last 12 months	6,719	46.0%	87
Did banking on mobile device in last 12 months	5,205	35.6%	85

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Grocery (Adults)			
HH used bread in last 6 months	7,116	95.3%	101
HH used chicken (fresh or frozen) in last 6 months	4,970	66.6%	97
HH used turkey (fresh or frozen) in last 6 months	1,172	15.7%	108
HH used fish/seafood (fresh or frozen) in last 6 months	3,966	53.1%	91
HH used fresh fruit/vegetables in last 6 months	6,253	83.7%	96
HH used fresh milk in last 6 months	6,309	84.5%	102
HH used organic food in last 6 months	1,212	16.2%	65
Health (Adults)			
Exercise at home 2+ times per week	4,617	31.6%	78
Exercise at club 2+ times per week	1,129	7.7%	56
Visited a doctor in last 12 months	11,246	77.0%	97
Used vitamin/dietary supplement in last 6 months	8,289	56.8%	93
Home (Households)			
HH did any home improvement in last 12 months	2,507	33.6%	98
HH used any maid/professional cleaning service in last 12 months	1,111	14.9%	73
HH purchased low ticket HH furnishings in last 12 months	1,603	21.5%	99
HH purchased big ticket HH furnishings in last 12 months	1,738	23.3%	89
HH bought any small kitchen appliance in last 12 months	1,812	24.3%	95
HH bought any large kitchen appliance in last 12 months	1,209	16.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	7,347	50.3%	104
Carry medical/hospital/accident insurance	11,596	79.4%	98
Carry homeowner/personal property insurance	8,420	57.7%	102
Carry renter's insurance	1,240	8.5%	80
HH has auto insurance: 1 vehicle in household covered	2,085	27.9%	95
HH has auto insurance: 2 vehicles in household covered	2,229	29.9%	96
HH has auto insurance: 3+ vehicles in household covered	2,126	28.5%	115
Pets (Households)			
Household owns any pet	4,548	60.9%	116
Household owns any cat	2,286	30.6%	133
Household owns any dog	3,648	48.9%	123
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	6,441	44.1%	125
Buy based on quality not price	2,306	15.8%	92
Buy on credit rather than wait	1,688	11.6%	88
Only use coupons brands: usually buy	2,204	15.1%	111
Will pay more for environmentally safe products	1,601	11.0%	80
Buy based on price not brands	4,542	31.1%	108
Am interested in how to help the environment	2,398	16.4%	80
Reading (Adults)			
Bought digital book in last 12 months	2,162	14.8%	85
Bought hardcover book in last 12 months	3,157	21.6%	89
Bought paperback book in last 12 month	3,953	27.1%	87
Read any daily newspaper (paper version)	2,112	14.5%	94
Read any digital newspaper in last 30 days	5,591	38.3%	77
Read any magazine (paper/electronic version) in last 6 months	12,441	85.2%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,759	66.8%	100
Went to family restaurant/steak house: 4+ times a month	3,180	21.8%	105
Went to fast food/drive-in restaurant in last 6 months	13,401	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	6,040	41.4%	109
Fast food restaurant last 6 months: eat in	3,522	24.1%	106
Fast food restaurant last 6 months: home delivery	1,051	7.2%	62
Fast food restaurant last 6 months: take-out/drive-thru	8,983	61.5%	110
Fast food restaurant last 6 months: take-out/walk-in	2,529	17.3%	81
Television & Electronics (Adults/Households)			
Own any tablet	7,330	50.2%	89
Own any e-reader	1,220	8.4%	68
Own e-reader/tablet: iPad	3,658	25.1%	72
HH has Internet connectable TV	3,129	41.9%	98
Own any portable MP3 player	1,687	11.6%	85
HH owns 1 TV	1,347	18.0%	92
HH owns 2 TVs	2,006	26.9%	98
HH owns 3 TVs	1,729	23.2%	105
HH owns 4+ TVs	1,608	21.5%	104
HH subscribes to cable TV	1,937	25.9%	70
HH subscribes to fiber optic	158	2.1%	39
HH owns portable GPS navigation device	1,662	22.3%	108
HH purchased video game system in last 12 months	379	5.1%	66
HH owns any Internet video device for TV	2,992	40.1%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	6,914	47.4%	89
Took 3+ domestic non-business trips in last 12 months	1,525	10.4%	83
Spent on domestic vacations in last 12 months: \$1-999	1,692	11.6%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	709	4.9%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	469	3.2%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	461	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	623	4.3%	67
Domestic travel in last 12 months: used general travel website	476	3.3%	55
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,909	19.9%	60
Took 3+ foreign trips by plane in last 3 years	431	3.0%	37
Spent on foreign vacations in last 12 months: \$1-999	588	4.0%	56
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	366	2.5%	65
Spent on foreign vacations in last 12 months: \$3,000+	461	3.2%	52
Foreign travel in last 3 years: used general travel website	496	3.4%	52
Nights spent in hotel/motel in last 12 months: any	6,118	41.9%	92
Took cruise of more than one day in last 3 years	1,239	8.5%	79
Member of any frequent flyer program	1,875	12.8%	52
Member of any hotel rewards program	3,034	20.8%	80

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