



# Retail Market Potential

Paragould Primary Trade Area  
Area: 722.44 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		47,589	48,512
Population 18+		37,016	37,761
Households		18,503	18,849
Median Household Income		\$50,507	\$55,124

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	20,439	55.2%	101
Bought any women's clothing in last 12 months	18,006	48.6%	100
Bought any shoes in last 12 months	26,072	70.4%	98
Bought any fine jewelry in last 12 months	6,816	18.4%	96
Bought a watch in last 12 months	5,011	13.5%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	16,840	91.0%	102
HH bought/leased new vehicle last 12 months	1,500	8.1%	84
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	33,528	90.6%	102
Bought/changed motor oil in last 12 months	20,290	54.8%	115
Had tune-up in last 12 months	8,906	24.1%	98
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	16,419	44.4%	113
Drank beer/ale in last 6 months	13,853	37.4%	92
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	3,633	9.8%	100
Own digital SLR camera/camcorder	2,762	7.5%	76
Printed digital photos in last 12 months	8,588	23.2%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,573	34.0%	104
Have a smartphone	32,917	88.9%	97
Have a smartphone: Android phone (any brand)	17,159	46.4%	116
Have a smartphone: Apple iPhone	15,754	42.6%	81
Number of cell phones in household: 1	6,076	32.8%	107
Number of cell phones in household: 2	7,242	39.1%	102
Number of cell phones in household: 3+	4,723	25.5%	88
HH has cell phone only (no landline telephone)	12,440	67.2%	100
<b>Computers (Households)</b>			
HH owns a computer	13,623	73.6%	91
HH owns desktop computer	6,247	33.8%	89
HH owns laptop/notebook	10,847	58.6%	89
HH owns any Apple/Mac brand computer	2,558	13.8%	62
HH owns any PC/non-Apple brand computer	12,026	65.0%	98
HH purchased most recent computer in a store	6,383	34.5%	93
HH purchased most recent computer online	3,542	19.1%	85
HH spent \$1-\$499 on most recent home computer	3,207	17.3%	112
HH spent \$500-\$999 on most recent home computer	3,245	17.5%	92
HH spent \$1,000-\$1,499 on most recent home computer	1,751	9.5%	79
HH spent \$1,500-\$1,999 on most recent home computer	636	3.4%	66
HH spent \$2,000+ on most recent home computer	502	2.7%	57

**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.



# Retail Market Potential

Paragould Primary Trade Area  
Area: 722.44 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	25,262	68.2%	109
Bought brewed coffee at convenience store in last 30 days	4,779	12.9%	104
Bought cigarettes at convenience store in last 30 days	4,125	11.1%	156
Bought gas at convenience store in last 30 days	17,247	46.6%	124
Spent at convenience store in last 30 days: \$1-19	2,540	6.9%	90
Spent at convenience store in last 30 days: \$20-\$39	3,779	10.2%	100
Spent at convenience store in last 30 days: \$40-\$50	3,396	9.2%	107
Spent at convenience store in last 30 days: \$51-\$99	2,742	7.4%	123
Spent at convenience store in last 30 days: \$100+	9,500	25.7%	126
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	15,819	42.7%	89
Went to live theater in last 12 months	2,504	6.8%	67
Went to a bar/night club in last 12 months	5,320	14.4%	85
Dined out in last 12 months	18,273	49.4%	97
Gambled at a casino in last 12 months	3,668	9.9%	87
Visited a theme park in last 12 months	4,383	11.8%	83
Viewed movie (video-on-demand) in last 30 days	3,340	9.0%	70
Viewed TV show (video-on-demand) in last 30 days	2,285	6.2%	73
Watched any pay-per-view TV in last 12 months	1,767	4.8%	74
Downloaded a movie over the Internet in last 30 days	2,129	5.8%	75
Downloaded any individual song in last 6 months	6,399	17.3%	88
Used internet to watch a movie online in the last 30 days	10,222	27.6%	81
Used internet to watch a TV program online in last 30 days	6,608	17.9%	81
Played a video/electronic game (console) in last 12 months	4,471	12.1%	103
Played a video/electronic game (portable) in last 12 months	2,145	5.8%	97
<b>Financial (Adults)</b>			
Have home mortgage (1st)	11,962	32.3%	90
Used ATM/cash machine in last 12 months	20,729	56.0%	93
Own any stock	3,380	9.1%	76
Own U.S. savings bond	2,168	5.9%	95
Own shares in mutual fund (stock)	3,246	8.8%	79
Own shares in mutual fund (bonds)	2,130	5.8%	82
Have interest checking account	12,453	33.6%	95
Have non-interest checking account	13,263	35.8%	101
Have savings account	23,651	63.9%	93
Have 401K retirement savings plan	7,298	19.7%	90
Own/used any credit/debit card in last 12 months	31,874	86.1%	97
Avg monthly credit card expenditures: \$1-110	4,785	12.9%	108
Avg monthly credit card expenditures: \$111-\$225	2,831	7.6%	97
Avg monthly credit card expenditures: \$226-\$450	2,907	7.9%	89
Avg monthly credit card expenditures: \$451-\$700	2,607	7.0%	88
Avg monthly credit card expenditures: \$701-\$1,000	2,483	6.7%	89
Avg monthly credit card expenditures: \$1001-2000	2,790	7.5%	76
Avg monthly credit card expenditures: \$2001+	2,062	5.6%	63
Did banking online in last 12 months	17,181	46.4%	88
Did banking on mobile device in last 12 months	13,499	36.5%	87

**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.



# Retail Market Potential

Paragould Primary Trade Area  
Area: 722.44 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH used bread in last 6 months	17,577	95.0%	101
HH used chicken (fresh or frozen) in last 6 months	12,361	66.8%	97
HH used turkey (fresh or frozen) in last 6 months	2,908	15.7%	108
HH used fish/seafood (fresh or frozen) in last 6 months	9,962	53.8%	92
HH used fresh fruit/vegetables in last 6 months	15,837	85.6%	98
HH used fresh milk in last 6 months	15,647	84.6%	102
HH used organic food in last 6 months	3,311	17.9%	72
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	12,979	35.1%	86
Exercise at club 2+ times per week	3,206	8.7%	63
Visited a doctor in last 12 months	29,306	79.2%	100
Used vitamin/dietary supplement in last 6 months	21,118	57.1%	94
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	6,415	34.7%	101
HH used any maid/professional cleaning service in last 12 months	2,865	15.5%	76
HH purchased low ticket HH furnishings in last 12 months	3,915	21.2%	98
HH purchased big ticket HH furnishings in last 12 months	4,631	25.0%	96
HH bought any small kitchen appliance in last 12 months	4,409	23.8%	94
HH bought any large kitchen appliance in last 12 months	2,915	15.8%	101
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	18,317	49.5%	102
Carry medical/hospital/accident insurance	29,948	80.9%	100
Carry homeowner/personal property insurance	21,913	59.2%	105
Carry renter's insurance	3,272	8.8%	83
HH has auto insurance: 1 vehicle in household covered	5,370	29.0%	99
HH has auto insurance: 2 vehicles in household covered	5,494	29.7%	96
HH has auto insurance: 3+ vehicles in household covered	5,066	27.4%	110
<b>Pets (Households)</b>			
Household owns any pet	11,055	59.7%	114
Household owns any cat	5,698	30.8%	134
Household owns any dog	8,483	45.8%	116
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	15,950	43.1%	122
Buy based on quality not price	5,552	15.0%	87
Buy on credit rather than wait	4,170	11.3%	85
Only use coupons brands: usually buy	5,118	13.8%	101
Will pay more for environmentally safe products	4,159	11.2%	82
Buy based on price not brands	11,526	31.1%	108
Am interested in how to help the environment	6,276	17.0%	83
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,539	15.0%	86
Bought hardcover book in last 12 months	8,285	22.4%	92
Bought paperback book in last 12 month	10,441	28.2%	90
Read any daily newspaper (paper version)	5,528	14.9%	97
Read any digital newspaper in last 30 days	14,649	39.6%	80
Read any magazine (paper/electronic version) in last 6 months	31,582	85.3%	96

**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.



# Retail Market Potential

Paragould Primary Trade Area  
Area: 722.44 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	25,082	67.8%	101
Went to family restaurant/steak house: 4+ times a month	8,217	22.2%	107
Went to fast food/drive-in restaurant in last 6 months	33,930	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	14,876	40.2%	106
Fast food restaurant last 6 months: eat in	8,932	24.1%	106
Fast food restaurant last 6 months: home delivery	3,322	9.0%	77
Fast food restaurant last 6 months: take-out/drive-thru	22,655	61.2%	109
Fast food restaurant last 6 months: take-out/walk-in	6,355	17.2%	81
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	18,995	51.3%	91
Own any e-reader	3,384	9.1%	75
Own e-reader/tablet: iPad	9,862	26.6%	77
HH has Internet connectable TV	7,659	41.4%	97
Own any portable MP3 player	4,646	12.6%	92
HH owns 1 TV	3,403	18.4%	94
HH owns 2 TVs	5,205	28.1%	102
HH owns 3 TVs	4,358	23.6%	107
HH owns 4+ TVs	3,700	20.0%	96
HH subscribes to cable TV	5,646	30.5%	82
HH subscribes to fiber optic	436	2.4%	43
HH owns portable GPS navigation device	4,156	22.5%	109
HH purchased video game system in last 12 months	868	4.7%	61
HH owns any Internet video device for TV	7,553	40.8%	90
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	17,822	48.1%	90
Took 3+ domestic non-business trips in last 12 months	3,903	10.5%	84
Spent on domestic vacations in last 12 months: \$1-999	4,354	11.8%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,896	5.1%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,364	3.7%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,162	3.1%	83
Spent on domestic vacations in last 12 months: \$3,000+	1,668	4.5%	70
Domestic travel in last 12 months: used general travel website	1,523	4.1%	69
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,826	21.1%	64
Took 3+ foreign trips by plane in last 3 years	1,313	3.5%	45
Spent on foreign vacations in last 12 months: \$1-999	1,619	4.4%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	953	2.6%	67
Spent on foreign vacations in last 12 months: \$3,000+	1,228	3.3%	55
Foreign travel in last 3 years: used general travel website	1,384	3.7%	57
Nights spent in hotel/motel in last 12 months: any	15,422	41.7%	92
Took cruise of more than one day in last 3 years	2,974	8.0%	74
Member of any frequent flyer program	5,342	14.4%	58
Member of any hotel rewards program	7,889	21.3%	83

**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.