



# Retail Market Potential

Piggott Trade Area  
Area: 127.85 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		5,547	5,365
Population 18+		4,520	4,362
Households		2,391	2,314
Median Household Income		\$38,716	\$42,323

  

<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	2,511	55.6%	101
Bought any women's clothing in last 12 months	2,128	47.1%	97
Bought any shoes in last 12 months	3,161	69.9%	97
Bought any fine jewelry in last 12 months	708	15.7%	82
Bought a watch in last 12 months	564	12.5%	87
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,225	93.1%	104
HH bought/leased new vehicle last 12 months	210	8.8%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,127	91.3%	103
Bought/changed motor oil in last 12 months	2,516	55.7%	117
Had tune-up in last 12 months	1,049	23.2%	95
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	1,991	44.0%	112
Drank beer/ale in last 6 months	1,651	36.5%	90
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	494	10.9%	112
Own digital SLR camera/camcorder	342	7.6%	77
Printed digital photos in last 12 months	1,044	23.1%	91
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,575	34.8%	107
Have a smartphone	3,953	87.5%	95
Have a smartphone: Android phone (any brand)	2,006	44.4%	111
Have a smartphone: Apple iPhone	1,908	42.2%	80
Number of cell phones in household: 1	756	31.6%	103
Number of cell phones in household: 2	1,009	42.2%	110
Number of cell phones in household: 3+	566	23.7%	81
HH has cell phone only (no landline telephone)	1,532	64.1%	96
<b>Computers (Households)</b>			
HH owns a computer	1,768	73.9%	91
HH owns desktop computer	845	35.3%	93
HH owns laptop/notebook	1,347	56.3%	86
HH owns any Apple/Mac brand computer	310	13.0%	58
HH owns any PC/non-Apple brand computer	1,581	66.1%	99
HH purchased most recent computer in a store	864	36.1%	98
HH purchased most recent computer online	435	18.2%	81
HH spent \$1-\$499 on most recent home computer	456	19.1%	123
HH spent \$500-\$999 on most recent home computer	441	18.4%	97
HH spent \$1,000-\$1,499 on most recent home computer	238	10.0%	83
HH spent \$1,500-\$1,999 on most recent home computer	75	3.1%	60
HH spent \$2,000+ on most recent home computer	51	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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	3,104	68.7%	110
Bought brewed coffee at convenience store in last 30 days	562	12.4%	100
Bought cigarettes at convenience store in last 30 days	553	12.2%	171
Bought gas at convenience store in last 30 days	2,248	49.7%	132
Spent at convenience store in last 30 days: \$1-19	252	5.6%	73
Spent at convenience store in last 30 days: \$20-\$39	481	10.6%	104
Spent at convenience store in last 30 days: \$40-\$50	418	9.2%	108
Spent at convenience store in last 30 days: \$51-\$99	321	7.1%	118
Spent at convenience store in last 30 days: \$100+	1,257	27.8%	136
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,916	42.4%	88
Went to live theater in last 12 months	307	6.8%	67
Went to a bar/night club in last 12 months	622	13.8%	81
Dined out in last 12 months	2,148	47.5%	94
Gambled at a casino in last 12 months	437	9.7%	85
Visited a theme park in last 12 months	538	11.9%	83
Viewed movie (video-on-demand) in last 30 days	392	8.7%	67
Viewed TV show (video-on-demand) in last 30 days	247	5.5%	65
Watched any pay-per-view TV in last 12 months	233	5.2%	80
Downloaded a movie over the Internet in last 30 days	251	5.6%	73
Downloaded any individual song in last 6 months	746	16.5%	84
Used internet to watch a movie online in the last 30 days	1,165	25.8%	75
Used internet to watch a TV program online in last 30 days	758	16.8%	76
Played a video/electronic game (console) in last 12 months	470	10.4%	89
Played a video/electronic game (portable) in last 12 months	254	5.6%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,282	28.4%	79
Used ATM/cash machine in last 12 months	2,442	54.0%	90
Own any stock	409	9.0%	75
Own U.S. savings bond	247	5.5%	89
Own shares in mutual fund (stock)	385	8.5%	76
Own shares in mutual fund (bonds)	229	5.1%	72
Have interest checking account	1,543	34.1%	97
Have non-interest checking account	1,658	36.7%	104
Have savings account	2,802	62.0%	90
Have 401K retirement savings plan	825	18.3%	84
Own/used any credit/debit card in last 12 months	3,823	84.6%	95
Avg monthly credit card expenditures: \$1-110	595	13.2%	110
Avg monthly credit card expenditures: \$111-\$225	364	8.1%	102
Avg monthly credit card expenditures: \$226-\$450	374	8.3%	94
Avg monthly credit card expenditures: \$451-\$700	270	6.0%	74
Avg monthly credit card expenditures: \$701-\$1,000	261	5.8%	77
Avg monthly credit card expenditures: \$1001-2000	362	8.0%	80
Avg monthly credit card expenditures: \$2001+	236	5.2%	59
Did banking online in last 12 months	2,037	45.1%	85
Did banking on mobile device in last 12 months	1,493	33.0%	79

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	2,277	95.2%	101
HH used chicken (fresh or frozen) in last 6 months	1,622	67.8%	99
HH used turkey (fresh or frozen) in last 6 months	393	16.4%	113
HH used fish/seafood (fresh or frozen) in last 6 months	1,241	51.9%	89
HH used fresh fruit/vegetables in last 6 months	2,045	85.5%	98
HH used fresh milk in last 6 months	2,070	86.6%	104
HH used organic food in last 6 months	397	16.6%	66
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,367	30.2%	75
Exercise at club 2+ times per week	328	7.3%	53
Visited a doctor in last 12 months	3,594	79.5%	100
Used vitamin/dietary supplement in last 6 months	2,506	55.4%	91
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	791	33.1%	97
HH used any maid/professional cleaning service in last 12 months	339	14.2%	69
HH purchased low ticket HH furnishings in last 12 months	533	22.3%	103
HH purchased big ticket HH furnishings in last 12 months	601	25.1%	96
HH bought any small kitchen appliance in last 12 months	584	24.4%	96
HH bought any large kitchen appliance in last 12 months	382	16.0%	103
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,277	50.4%	104
Carry medical/hospital/accident insurance	3,670	81.2%	100
Carry homeowner/personal property insurance	2,691	59.5%	105
Carry renter's insurance	361	8.0%	75
HH has auto insurance: 1 vehicle in household covered	612	25.6%	87
HH has auto insurance: 2 vehicles in household covered	742	31.0%	100
HH has auto insurance: 3+ vehicles in household covered	753	31.5%	127
<b>Pets (Households)</b>			
Household owns any pet	1,512	63.2%	121
Household owns any cat	825	34.5%	150
Household owns any dog	1,155	48.3%	122
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	2,065	45.7%	129
Buy based on quality not price	694	15.4%	89
Buy on credit rather than wait	546	12.1%	91
Only use coupons brands: usually buy	648	14.3%	105
Will pay more for environmentally safe products	491	10.9%	79
Buy based on price not brands	1,454	32.2%	112
Am interested in how to help the environment	641	14.2%	69
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	666	14.7%	85
Bought hardcover book in last 12 months	968	21.4%	88
Bought paperback book in last 12 month	1,280	28.3%	91
Read any daily newspaper (paper version)	662	14.6%	95
Read any digital newspaper in last 30 days	1,724	38.1%	77
Read any magazine (paper/electronic version) in last 6 months	3,892	86.1%	97

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,028	67.0%	100
Went to family restaurant/steak house: 4+ times a month	937	20.7%	100
Went to fast food/drive-in restaurant in last 6 months	4,130	91.4%	101
Went to fast food/drive-in restaurant 9+ times/month	1,817	40.2%	106
Fast food restaurant last 6 months: eat in	1,159	25.6%	113
Fast food restaurant last 6 months: home delivery	335	7.4%	64
Fast food restaurant last 6 months: take-out/drive-thru	2,721	60.2%	107
Fast food restaurant last 6 months: take-out/walk-in	764	16.9%	79
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,289	50.6%	90
Own any e-reader	421	9.3%	76
Own e-reader/tablet: iPad	1,172	25.9%	75
HH has Internet connectable TV	982	41.1%	96
Own any portable MP3 player	527	11.7%	85
HH owns 1 TV	402	16.8%	86
HH owns 2 TVs	670	28.0%	102
HH owns 3 TVs	572	23.9%	108
HH owns 4+ TVs	486	20.3%	98
HH subscribes to cable TV	662	27.7%	75
HH subscribes to fiber optic	48	2.0%	37
HH owns portable GPS navigation device	547	22.9%	111
HH purchased video game system in last 12 months	114	4.8%	62
HH owns any Internet video device for TV	919	38.4%	85
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	2,116	46.8%	88
Took 3+ domestic non-business trips in last 12 months	470	10.4%	83
Spent on domestic vacations in last 12 months: \$1-999	533	11.8%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	205	4.5%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	171	3.8%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	135	3.0%	79
Spent on domestic vacations in last 12 months: \$3,000+	177	3.9%	61
Domestic travel in last 12 months: used general travel website	198	4.4%	74
Took foreign trip (including Alaska and Hawaii) in last 3 years	818	18.1%	54
Took 3+ foreign trips by plane in last 3 years	118	2.6%	33
Spent on foreign vacations in last 12 months: \$1-999	169	3.7%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	119	2.6%	68
Spent on foreign vacations in last 12 months: \$3,000+	117	2.6%	43
Foreign travel in last 3 years: used general travel website	143	3.2%	48
Nights spent in hotel/motel in last 12 months: any	1,847	40.9%	90
Took cruise of more than one day in last 3 years	293	6.5%	60
Member of any frequent flyer program	535	11.8%	48
Member of any hotel rewards program	942	20.8%	81

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