



# Retail Market Potential

Forrest City Trade Area  
Area: 767.05 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		25,542	24,638
Population 18+		20,410	19,716
Households		8,966	8,700
Median Household Income		\$38,383	\$42,229

  

<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	10,270	50.3%	92
Bought any women's clothing in last 12 months	9,667	47.4%	97
Bought any shoes in last 12 months	14,244	69.8%	97
Bought any fine jewelry in last 12 months	4,097	20.1%	105
Bought a watch in last 12 months	2,939	14.4%	101
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,687	85.7%	96
HH bought/leased new vehicle last 12 months	588	6.6%	68
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	17,237	84.5%	95
Bought/changed motor oil in last 12 months	10,169	49.8%	104
Had tune-up in last 12 months	4,848	23.8%	97
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	10,156	49.8%	127
Drank beer/ale in last 6 months	7,065	34.6%	85
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,461	7.2%	73
Own digital SLR camera/camcorder	1,121	5.5%	56
Printed digital photos in last 12 months	3,657	17.9%	71
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,467	36.6%	112
Have a smartphone	18,210	89.2%	97
Have a smartphone: Android phone (any brand)	9,841	48.2%	121
Have a smartphone: Apple iPhone	8,211	40.2%	76
Number of cell phones in household: 1	3,160	35.2%	115
Number of cell phones in household: 2	3,186	35.5%	92
Number of cell phones in household: 3+	2,371	26.4%	91
HH has cell phone only (no landline telephone)	5,890	65.7%	98
<b>Computers (Households)</b>			
HH owns a computer	6,096	68.0%	84
HH owns desktop computer	2,697	30.1%	79
HH owns laptop/notebook	4,753	53.0%	81
HH owns any Apple/Mac brand computer	999	11.1%	50
HH owns any PC/non-Apple brand computer	5,493	61.3%	92
HH purchased most recent computer in a store	2,888	32.2%	87
HH purchased most recent computer online	1,457	16.3%	72
HH spent \$1-\$499 on most recent home computer	1,479	16.5%	106
HH spent \$500-\$999 on most recent home computer	1,354	15.1%	80
HH spent \$1,000-\$1,499 on most recent home computer	767	8.6%	71
HH spent \$1,500-\$1,999 on most recent home computer	218	2.4%	46
HH spent \$2,000+ on most recent home computer	186	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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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	13,461	66.0%	105
Bought brewed coffee at convenience store in last 30 days	2,389	11.7%	94
Bought cigarettes at convenience store in last 30 days	2,542	12.5%	174
Bought gas at convenience store in last 30 days	9,063	44.4%	118
Spent at convenience store in last 30 days: \$1-19	1,519	7.4%	98
Spent at convenience store in last 30 days: \$20-\$39	2,179	10.7%	104
Spent at convenience store in last 30 days: \$40-\$50	1,833	9.0%	105
Spent at convenience store in last 30 days: \$51-\$99	1,382	6.8%	112
Spent at convenience store in last 30 days: \$100+	5,270	25.8%	127
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,387	41.1%	86
Went to live theater in last 12 months	1,089	5.3%	53
Went to a bar/night club in last 12 months	2,477	12.1%	72
Dined out in last 12 months	8,467	41.5%	82
Gambled at a casino in last 12 months	2,382	11.7%	102
Visited a theme park in last 12 months	2,485	12.2%	85
Viewed movie (video-on-demand) in last 30 days	1,772	8.7%	67
Viewed TV show (video-on-demand) in last 30 days	1,155	5.7%	67
Watched any pay-per-view TV in last 12 months	928	4.5%	71
Downloaded a movie over the Internet in last 30 days	1,350	6.6%	87
Downloaded any individual song in last 6 months	3,938	19.3%	98
Used internet to watch a movie online in the last 30 days	5,519	27.0%	79
Used internet to watch a TV program online in last 30 days	3,556	17.4%	79
Played a video/electronic game (console) in last 12 months	2,235	11.0%	93
Played a video/electronic game (portable) in last 12 months	1,146	5.6%	94
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,204	25.5%	71
Used ATM/cash machine in last 12 months	11,250	55.1%	91
Own any stock	1,283	6.3%	52
Own U.S. savings bond	784	3.8%	62
Own shares in mutual fund (stock)	1,024	5.0%	45
Own shares in mutual fund (bonds)	748	3.7%	52
Have interest checking account	5,325	26.1%	74
Have non-interest checking account	6,759	33.1%	94
Have savings account	11,320	55.5%	81
Have 401K retirement savings plan	3,036	14.9%	68
Own/used any credit/debit card in last 12 months	16,578	81.2%	91
Avg monthly credit card expenditures: \$1-110	2,575	12.6%	106
Avg monthly credit card expenditures: \$111-\$225	1,656	8.1%	103
Avg monthly credit card expenditures: \$226-\$450	1,410	6.9%	78
Avg monthly credit card expenditures: \$451-\$700	1,163	5.7%	71
Avg monthly credit card expenditures: \$701-\$1,000	984	4.8%	64
Avg monthly credit card expenditures: \$1001-2000	1,006	4.9%	49
Avg monthly credit card expenditures: \$2001+	850	4.2%	47
Did banking online in last 12 months	8,345	40.9%	77
Did banking on mobile device in last 12 months	6,677	32.7%	78

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	8,463	94.4%	100
HH used chicken (fresh or frozen) in last 6 months	5,740	64.0%	93
HH used turkey (fresh or frozen) in last 6 months	1,454	16.2%	112
HH used fish/seafood (fresh or frozen) in last 6 months	4,899	54.6%	94
HH used fresh fruit/vegetables in last 6 months	7,472	83.3%	95
HH used fresh milk in last 6 months	7,488	83.5%	101
HH used organic food in last 6 months	1,430	15.9%	64
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,368	31.2%	77
Exercise at club 2+ times per week	1,537	7.5%	55
Visited a doctor in last 12 months	15,376	75.3%	95
Used vitamin/dietary supplement in last 6 months	11,325	55.5%	91
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	2,629	29.3%	86
HH used any maid/professional cleaning service in last 12 months	1,229	13.7%	67
HH purchased low ticket HH furnishings in last 12 months	1,929	21.5%	99
HH purchased big ticket HH furnishings in last 12 months	2,079	23.2%	89
HH bought any small kitchen appliance in last 12 months	2,106	23.5%	92
HH bought any large kitchen appliance in last 12 months	1,488	16.6%	107
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,905	48.5%	100
Carry medical/hospital/accident insurance	15,468	75.8%	93
Carry homeowner/personal property insurance	9,603	47.1%	83
Carry renter's insurance	2,109	10.3%	97
HH has auto insurance: 1 vehicle in household covered	2,759	30.8%	105
HH has auto insurance: 2 vehicles in household covered	2,439	27.2%	88
HH has auto insurance: 3+ vehicles in household covered	2,055	22.9%	92
<b>Pets (Households)</b>			
Household owns any pet	4,604	51.3%	98
Household owns any cat	2,274	25.4%	110
Household owns any dog	3,560	39.7%	100
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	7,994	39.2%	111
Buy based on quality not price	3,257	16.0%	93
Buy on credit rather than wait	2,562	12.6%	95
Only use coupons brands: usually buy	3,182	15.6%	114
Will pay more for environmentally safe products	2,469	12.1%	88
Buy based on price not brands	6,238	30.6%	106
Am interested in how to help the environment	3,478	17.0%	83
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,793	13.7%	79
Bought hardcover book in last 12 months	4,038	19.8%	81
Bought paperback book in last 12 month	5,400	26.5%	85
Read any daily newspaper (paper version)	3,682	18.0%	117
Read any digital newspaper in last 30 days	8,231	40.3%	81
Read any magazine (paper/electronic version) in last 6 months	17,676	86.6%	98

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	13,489	66.1%	99
Went to family restaurant/steak house: 4+ times a month	4,667	22.9%	110
Went to fast food/drive-in restaurant in last 6 months	18,762	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	8,700	42.6%	113
Fast food restaurant last 6 months: eat in	4,446	21.8%	96
Fast food restaurant last 6 months: home delivery	1,897	9.3%	80
Fast food restaurant last 6 months: take-out/drive-thru	12,067	59.1%	105
Fast food restaurant last 6 months: take-out/walk-in	4,076	20.0%	94
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	10,110	49.5%	88
Own any e-reader	1,553	7.6%	62
Own e-reader/tablet: iPad	4,943	24.2%	70
HH has Internet connectable TV	3,531	39.4%	92
Own any portable MP3 player	2,268	11.1%	81
HH owns 1 TV	1,682	18.8%	96
HH owns 2 TVs	2,325	25.9%	94
HH owns 3 TVs	2,050	22.9%	103
HH owns 4+ TVs	1,916	21.4%	103
HH subscribes to cable TV	2,699	30.1%	81
HH subscribes to fiber optic	222	2.5%	46
HH owns portable GPS navigation device	1,689	18.8%	92
HH purchased video game system in last 12 months	542	6.0%	78
HH owns any Internet video device for TV	3,653	40.7%	90
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	8,362	41.0%	77
Took 3+ domestic non-business trips in last 12 months	1,611	7.9%	63
Spent on domestic vacations in last 12 months: \$1-999	2,004	9.8%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	890	4.4%	70
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	528	2.6%	68
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	478	2.3%	62
Spent on domestic vacations in last 12 months: \$3,000+	528	2.6%	40
Domestic travel in last 12 months: used general travel website	474	2.3%	39
Took foreign trip (including Alaska and Hawaii) in last 3 years	3,671	18.0%	54
Took 3+ foreign trips by plane in last 3 years	514	2.5%	32
Spent on foreign vacations in last 12 months: \$1-999	876	4.3%	59
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	474	2.3%	60
Spent on foreign vacations in last 12 months: \$3,000+	495	2.4%	40
Foreign travel in last 3 years: used general travel website	631	3.1%	47
Nights spent in hotel/motel in last 12 months: any	7,561	37.0%	82
Took cruise of more than one day in last 3 years	1,740	8.5%	79
Member of any frequent flyer program	2,297	11.3%	45
Member of any hotel rewards program	3,695	18.1%	70

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