



Retail Market Potential

Hoytsville CDP, UT
 Hoytsville CDP, UT (4936730)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	651	715
Population 18+	473	517
Households	218	240
Median Household Income	\$74,638	\$78,647

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	239	50.5%	106
Bought any women's clothing in last 12 months	215	45.5%	105
Bought clothing for child <13 years in last 6 months	135	28.5%	104
Bought any shoes in last 12 months	268	56.7%	105
Bought costume jewelry in last 12 months	93	19.7%	103
Bought any fine jewelry in last 12 months	81	17.1%	95
Bought a watch in last 12 months	70	14.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	203	93.1%	109
HH bought/leased new vehicle last 12 mo	25	11.5%	116
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	437	92.4%	109
Bought/changed motor oil in last 12 months	259	54.8%	113
Had tune-up in last 12 months	138	29.2%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	307	64.9%	98
Drank regular cola in last 6 months	197	41.6%	94
Drank beer/ale in last 6 months	198	41.9%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	116	24.5%	115
Own digital SLR camera/camcorder	50	10.6%	127
Printed digital photos in last 12 months	69	14.6%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	170	35.9%	99
Have a smartphone	311	65.8%	98
Have a smartphone: Android phone (any brand)	146	30.9%	97
Have a smartphone: Apple iPhone	146	30.9%	101
Number of cell phones in household: 1	60	27.5%	86
Number of cell phones in household: 2	89	40.8%	108
Number of cell phones in household: 3+	61	28.0%	107
HH has cell phone only (no landline telephone)	85	39.0%	86
Computers (Households)			
HH owns a computer	174	79.8%	105
HH owns desktop computer	106	48.6%	114
HH owns laptop/notebook	123	56.4%	102
HH owns any Apple/Mac brand computer	30	13.8%	89
HH owns any PC/non-Apple brand computer	155	71.1%	107
HH purchased most recent computer in a store	86	39.4%	106
HH purchased most recent computer online	31	14.2%	109
Spent <\$500 on most recent home computer	34	15.6%	102
Spent \$500-\$999 on most recent home computer	44	20.2%	110
Spent \$1,000-\$1,499 on most recent home computer	21	9.6%	106
Spent \$1,500-\$1,999 on most recent home computer	10	4.6%	107
Spent \$2,000+ on most recent home computer	9	4.1%	116

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	241	51.0%	102
Bought brewed coffee at convenience store in last 30 days	83	17.5%	113
Bought cigarettes at convenience store in last 30 days	57	12.1%	99
Bought gas at convenience store in last 30 days	189	40.0%	118
Spent at convenience store in last 30 days: <\$20	40	8.5%	107
Spent at convenience store in last 30 days: \$20-\$39	45	9.5%	104
Spent at convenience store in last 30 days: \$40-\$50	37	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	21	4.4%	96
Spent at convenience store in last 30 days: \$100+	129	27.3%	116
Entertainment (Adults)			
Attended a movie in last 6 months	274	57.9%	98
Went to live theater in last 12 months	65	13.7%	106
Went to a bar/night club in last 12 months	74	15.6%	93
Dined out in last 12 months	238	50.3%	111
Gambled at a casino in last 12 months	63	13.3%	96
Visited a theme park in last 12 months	83	17.5%	98
Viewed movie (video-on-demand) in last 30 days	93	19.7%	107
Viewed TV show (video-on-demand) in last 30 days	68	14.4%	109
Watched any pay-per-view TV in last 12 months	57	12.1%	97
Downloaded a movie over the Internet in last 30 days	34	7.2%	87
Downloaded any individual song in last 6 months	100	21.1%	100
Watched a movie online in the last 30 days	71	15.0%	80
Watched a TV program online in last 30 days	70	14.8%	87
Played a video/electronic game (console) in last 12 months	46	9.7%	98
Played a video/electronic game (portable) in last 12 months	20	4.2%	94
Financial (Adults)			
Have home mortgage (1st)	183	38.7%	126
Used ATM/cash machine in last 12 months	245	51.8%	104
Own any stock	39	8.2%	114
Own U.S. savings bond	30	6.3%	123
Own shares in mutual fund (stock)	40	8.5%	115
Own shares in mutual fund (bonds)	29	6.1%	122
Have interest checking account	154	32.6%	120
Have non-interest checking account	157	33.2%	113
Have savings account	286	60.5%	111
Have 401K retirement savings plan	83	17.5%	120
Own/used any credit/debit card in last 12 months	382	80.8%	107
Avg monthly credit card expenditures: <\$111	66	14.0%	116
Avg monthly credit card expenditures: \$111-\$225	38	8.0%	113
Avg monthly credit card expenditures: \$226-\$450	34	7.2%	109
Avg monthly credit card expenditures: \$451-\$700	28	5.9%	112
Avg monthly credit card expenditures: \$701-\$1,000	22	4.7%	101
Avg monthly credit card expenditures: \$1,001+	50	10.6%	114
Did banking online in last 12 months	195	41.2%	113
Did banking on mobile device in last 12 months	87	18.4%	106
Paid bills online in last 12 months	228	48.2%	108

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	161	73.9%	106
Used bread in last 6 months	209	95.9%	102
Used chicken (fresh or frozen) in last 6 months	155	71.1%	103
Used turkey (fresh or frozen) in last 6 months	39	17.9%	113
Used fish/seafood (fresh or frozen) in last 6 months	121	55.5%	102
Used fresh fruit/vegetables in last 6 months	193	88.5%	102
Used fresh milk in last 6 months	199	91.3%	104
Used organic food in last 6 months	37	17.0%	82
Health (Adults)			
Exercise at home 2+ times per week	149	31.5%	109
Exercise at club 2+ times per week	62	13.1%	98
Visited a doctor in last 12 months	379	80.1%	106
Used vitamin/dietary supplement in last 6 months	254	53.7%	102
Home (Households)			
Any home improvement in last 12 months	72	33.0%	122
Used housekeeper/maid/professional HH cleaning service in last 12	26	11.9%	89
Purchased low ticket HH furnishings in last 12 months	36	16.5%	101
Purchased big ticket HH furnishings in last 12 months	47	21.6%	101
Bought any small kitchen appliance in last 12 months	47	21.6%	97
Bought any large kitchen appliance in last 12 months	30	13.8%	109
Insurance (Adults/Households)			
Currently carry life insurance	246	52.0%	120
Carry medical/hospital/accident insurance	350	74.0%	107
Carry homeowner insurance	286	60.5%	129
Carry renter's insurance	35	7.4%	85
Have auto insurance: 1 vehicle in household covered	57	26.1%	84
Have auto insurance: 2 vehicles in household covered	70	32.1%	112
Have auto insurance: 3+ vehicles in household covered	66	30.3%	140
Pets (Households)			
Household owns any pet	139	63.8%	117
Household owns any cat	59	27.1%	120
Household owns any dog	110	50.5%	122
Psychographics (Adults)			
Buying American is important to me	220	46.5%	112
Usually buy items on credit rather than wait	57	12.1%	98
Usually buy based on quality - not price	82	17.3%	94
Price is usually more important than brand name	133	28.1%	106
Usually use coupons for brands I buy often	86	18.2%	100
Am interested in how to help the environment	68	14.4%	87
Usually pay more for environ safe product	53	11.2%	84
Usually value green products over convenience	41	8.7%	80
Likely to buy a brand that supports a charity	164	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	75	15.9%	112
Bought hardcover book in last 12 months	100	21.1%	103
Bought paperback book in last 12 month	149	31.5%	106
Read any daily newspaper (paper version)	128	27.1%	112
Read any digital newspaper in last 30 days	167	35.3%	104
Read any magazine (paper/electronic version) in last 6 months	426	90.1%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	372	78.6%	105
Went to family restaurant/steak house: 4+ times a month	136	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	435	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	190	40.2%	102
Fast food/drive-in last 6 months: eat in	187	39.5%	108
Fast food/drive-in last 6 months: home delivery	35	7.4%	96
Fast food/drive-in last 6 months: take-out/drive-thru	236	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	91	19.2%	95
Television & Electronics (Adults/Households)			
Own any tablet	160	33.8%	100
Own any e-reader	42	8.9%	102
Own e-reader/tablet: iPad	97	20.5%	99
HH has Internet connectable TV	49	22.5%	112
Own any portable MP3 player	138	29.2%	104
HH owns 1 TV	36	16.5%	80
HH owns 2 TVs	55	25.2%	97
HH owns 3 TVs	54	24.8%	115
HH owns 4+ TVs	48	22.0%	121
HH subscribes to cable TV	95	43.6%	91
HH subscribes to fiber optic	16	7.3%	92
HH owns portable GPS navigation device	73	33.5%	123
HH purchased video game system in last 12 mos	14	6.4%	83
HH owns Internet video device for TV	23	10.6%	95
Travel (Adults)			
Domestic travel in last 12 months	262	55.4%	109
Took 3+ domestic non-business trips in last 12 months	59	12.5%	112
Spent on domestic vacations in last 12 months: <\$1,000	52	11.0%	106
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	28	5.9%	104
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	20	4.2%	115
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	19	4.0%	106
Spent on domestic vacations in last 12 months: \$3,000+	29	6.1%	107
Domestic travel in the 12 months: used general travel website	33	7.0%	100
Foreign travel in last 3 years	109	23.0%	95
Took 3+ foreign trips by plane in last 3 years	17	3.6%	82
Spent on foreign vacations in last 12 months: <\$1,000	21	4.4%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	16	3.4%	97
Spent on foreign vacations in last 12 months: \$3,000+	21	4.4%	88
Foreign travel in last 3 years: used general travel website	23	4.9%	85
Nights spent in hotel/motel in last 12 months: any	212	44.8%	108
Took cruise of more than one day in last 3 years	39	8.2%	103
Member of any frequent flyer program	76	16.1%	99
Member of any hotel rewards program	79	16.7%	112

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