Retail Market Potential

Kamas City, UT
Kamas City, UT (4939810)
Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	2,083	2,287
Population 18+	1,435	1,587
Households	689	755
Median Household Income	$69,923	$76,649

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	715	49.8%	105
Bought any women's clothing in last 12 months	652	45.4%	105
Bought clothing for child <13 years in last 6 months	468	32.6%	119
Bought any shoes in last 12 months	816	56.9%	106
Bought costume jewelry in last 12 months	299	20.8%	109
Bought any fine jewelry in last 12 months	242	16.9%	93
Bought a watch in last 12 months	220	15.3%	101
Automobiles (Households)			
HH owns/leases any vehicle	640	92.9%	109
HH bought/leased new vehicle last 12 mo	95	13.8%	140
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,336	93.1%	110
Bought/changed motor oil in last 12 months	742	51.7%	107
Had tune-up in last 12 months	440	30.7%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	987	68.8%	103
Drank regular cola in last 6 months	615	42.9%	97
Drank beer/ale in last 6 months	620	43.2%	102
Cameras (Adults)			
Own digital point & shoot camera/camcorder	362	25.2%	119
Own digital SLR camera/camcorder	170	11.8%	142
Printed digital photos in last 12 months	201	14.0%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	531	37.0%	102
Have a smartphone	1,083	75.5%	113
Have a smartphone: Android phone (any brand)	475	33.1%	104
Have a smartphone: Apple iPhone	548	38.2%	125
Number of cell phones in household: 1	151	21.9%	68
Number of cell phones in household: 2	280	40.6%	108
Number of cell phones in household: 3+	244	35.4%	136
HH has cell phone only (no landline telephone)	304	44.1%	97
Computers (Households)			
HH owns a computer	588	85.3%	112
HH owns desktop computer	359	52.1%	122
HH owns laptop/notebook	437	63.4%	114
HH owns any Apple/Mac brand computer	119	17.3%	112
HH owns any PC/non-Apple brand computer	516	74.9%	113
HH purchased most recent computer in a store	302	43.8%	117
HH purchased most recent computer online	111	16.1%	124
Spent <$500 on most recent home computer	110	16.0%	104
Spent $500-$999 on most recent home computer	150	21.8%	119
Spent $1,000-$1,499 on most recent home computer	77	11.2%	123
Spent $1,500-$1,999 on most recent home computer	40	5.8%	136
Spent $2,000+ on most recent home computer	34	4.9%	138

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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	752	52.4%	105
Bought brewed coffee at convenience store in last 30 days	218	15.2%	97
Bought cigarettes at convenience store in last 30 days	159	11.1%	91
Bought gas at convenience store in last 30 days	554	38.6%	114
Spent at convenience store in last 30 days: <$20	119	8.3%	105
Spent at convenience store in last 30 days: $20-$39	136	9.5%	104
Spent at convenience store in last 30 days: $40-$50	118	8.2%	109
Spent at convenience store in last 30 days: $51-$99	59	4.1%	88
Spent at convenience store in last 30 days: $100+	368	25.6%	109
Entertainment (Adults)			
Attended a movie in last 6 months	922	64.3%	109
Went to live theater in last 12 months	205	14.3%	110
Went to a bar/night club in last 12 months	252	17.6%	105
Dined out in last 12 months	731	50.9%	113
Gambled at a casino in last 12 months	206	14.4%	104
Visited a theme park in last 12 months	300	20.9%	117
Viewed movie (video-on-demand) in last 30 days	332	23.1%	126
Viewed TV show (video-on-demand) in last 30 days	243	16.9%	129
Watched any pay-per-view TV in last 12 months	211	14.7%	119
Downloaded a movie over the Internet in last 30 days	121	8.4%	102
Downloaded any individual song in last 6 months	361	25.2%	119
Watched a movie online in the last 30 days	268	18.7%	99
Watched a TV program online in last 30 days	249	17.4%	102
Played a video/electronic game (console) in last 12 months	162	11.3%	114
Played a video/electronic game (portable) in last 12 months	73	5.1%	113
Financial (Adults)			
Have home mortgage (1st)	599	41.7%	136
Used ATM/cash machine in last 12 months	795	55.4%	111
Own any stock	105	7.3%	101
Own U.S. savings bond	76	5.3%	103
Own shares in mutual fund (stock)	110	7.7%	105
Own shares in mutual fund (bonds)	80	5.6%	111
Have interest checking account	459	32.0%	118
Have non-interest checking account	481	33.5%	114
Have savings account	887	61.8%	113
Have 401K retirement savings plan	265	18.5%	126
Own/used any credit/debit card in last 12 months	1,181	82.3%	109
Avg monthly credit card expenditures: <$111	203	14.1%	118
Avg monthly credit card expenditures: $111-$225	104	7.2%	102
Avg monthly credit card expenditures: $226-$450	120	8.4%	127
Avg monthly credit card expenditures: $451-$700	84	5.9%	110
Avg monthly credit card expenditures: $701-$1,000	60	4.2%	90
Avg monthly credit card expenditures: $1,001+	156	10.9%	118
Did banking online in last 12 months	671	46.8%	128
Did banking on mobile device in last 12 months	334	23.3%	134
Paid bills online in last 12 months	781	54.4%	121

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	512	74.3%	107
Used bread in last 6 months	651	94.5%	101
Used chicken (fresh or frozen) in last 6 months	518	75.2%	109
Used turkey (fresh or frozen) in last 6 months	120	17.4%	110
Used fish/seafood (fresh or frozen) in last 6 months	388	56.3%	103
Used fresh fruit/vegetables in last 6 months	614	89.1%	103
Used fresh milk in last 6 months	627	91.0%	104
Used organic food in last 6 months	133	19.3%	94
Health (Adults)			
Exercise at home 2+ times per week	474	33.0%	114
Exercise at club 2+ times per week	238	16.6%	124
Visited a doctor in last 12 months	1,151	80.2%	106
Used vitamin/dietary supplement in last 6 months	771	53.7%	102
Home (Households)			
Any home improvement in last 12 months	238	34.5%	127
Used housekeeper/maid/professional HH cleaning service in last 12	95	13.8%	103
Purchased low ticket HH furnishings in last 12 months	127	18.4%	113
Purchased big ticket HH furnishings in last 12 months	168	24.4%	114
Bought any small kitchen appliance in last 12 months	162	23.5%	106
Bought any large kitchen appliance in last 12 months	102	14.8%	117
Insurance (Adults/Households)			
Currently carry life insurance	724	50.5%	117
Carry medical/hospital/accident insurance	1,050	73.2%	106
Carry homeowner insurance	830	57.8%	123
Carry renter's insurance	114	7.9%	91
Have auto insurance: 1 vehicle in household covered	162	23.5%	76
Have auto insurance: 2 vehicles in household covered	248	36.0%	126
Have auto insurance: 3+ vehicles in household covered	205	29.8%	137
Pets (Households)			
Household owns any pet	436	63.3%	117
Household owns any cat	166	24.1%	107
Household owns any dog	354	51.4%	124
Psychographics (Adults)			
Buying American is important to me	615	42.9%	103
Usually buy items on credit rather than wait	160	11.1%	91
Usually buy based on quality - not price	239	16.7%	91
Price is usually more important than brand name	383	26.7%	100
Usually use coupons for brands I buy often	253	17.6%	97
Am interested in how to help the environment	211	14.7%	89
Usually pay more for environ safe product	167	11.6%	87
Usually value green products over convenience	121	8.4%	78
Likely to buy a brand that supports a charity	494	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	267	18.6%	131
Bought hardcover book in last 12 months	333	23.2%	113
Bought paperback book in last 12 month	477	33.2%	111
Read any daily newspaper (paper version)	300	20.9%	87
Read any digital newspaper in last 30 days	549	38.3%	112
Read any magazine (paper/electronic version) in last 6 months	1,337	93.2%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,165	81.2%	109
Went to family restaurant/steak house: 4+ times a month	458	31.9%	116
Went to fast food/drive-in restaurant in last 6 months	1,337	93.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	646	45.0%	115
Fast food/drive-in last 6 months: eat in	568	39.6%	108
Fast food/drive-in last 6 months: home delivery	132	9.2%	119
Fast food/drive-in last 6 months: take-out/drive-thru	773	53.9%	117
Fast food/drive-in last 6 months: take-out/walk-in	315	22.0%	109
Television & Electronics (Adults/Households)			
Own any tablet	561	39.1%	116
Own any e-reader	157	10.9%	126
Own e-reader/tablet: iPad	350	24.4%	118
HH has Internet connectable TV	183	26.6%	132
Own any portable MP3 player	483	33.7%	120
HH owns 1 TV	102	14.8%	71
HH owns 2 TVs	165	23.9%	92
HH owns 3 TVs	171	24.8%	115
HH owns 4+ TVs	175	25.4%	139
HH subscribes to cable TV	319	46.3%	97
HH subscribes to fiber optic	75	10.9%	136
HH owns portable GPS navigation device	221	32.1%	118
HH purchased video game system in last 12 mos	53	7.7%	100
HH owns Internet video device for TV	94	13.6%	123
Travel (Adults)			
Domestic travel in last 12 months	857	59.7%	117
Took 3+ domestic non-business trips in last 12 months	198	13.8%	124
Spent on domestic vacations in last 12 months: <$1,000	182	12.7%	122
Spent on domestic vacations in last 12 months: $1,000-$1,499	91	6.3%	111
Spent on domestic vacations in last 12 months: $1,500-$1,999	68	4.7%	129
Spent on domestic vacations in last 12 months: $2,000-$2,999	63	4.4%	116
Spent on domestic vacations in last 12 months: $3,000+	113	7.9%	138
Domestic travel in the 12 months: used general travel website	105	7.3%	105
Foreign travel in last 3 years	374	26.1%	108
Took 3+ foreign trips by plane in last 3 years	59	4.1%	93
Spent on foreign vacations in last 12 months: <$1,000	58	4.0%	95
Spent on foreign vacations in last 12 months: $1,000-$2,999	52	3.6%	104
Spent on foreign vacations in last 12 months: $3,000+	73	5.1%	101
Foreign travel in last 3 years: used general travel website	69	4.8%	84
Nights spent in hotel/motel in last 12 months: any	685	47.7%	115
Took cruise of more than one day in last 3 years	134	9.3%	117
Member of any frequent flyer program	274	19.1%	117
Member of any hotel rewards program	267	18.6%	125

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