Marion CDP, UT
Marion CDP, UT (4948170)
Geography: Place

Prepared by Jeffrey B. Jones, AICP

| Demographic Summary | 2017 | 2022 |
|---|---|---|
| Population | 769 | 834 |
| Population 18+ | 561 | 620 |
| Households | 221 | 239 |
| Median Household Income | $70,781 | $75,743 |

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought any men's clothing in last 12 months | 282 | 50.3% | 105 |
| Bought any women's clothing in last 12 months | 257 | 45.8% | 106 |
| Bought clothing for child <13 years in last 6 months | 181 | 32.3% | 117 |
| Bought any shoes in last 12 months | 322 | 57.4% | 107 |
| Bought costume jewelry in last 12 months | 121 | 21.6% | 113 |
| Bought any fine jewelry in last 12 months | 95 | 16.9% | 94 |
| Bought a watch in last 12 months | 83 | 14.8% | 97 |
| | | | |
| **Automobiles (Households)** | | | |
| HH owns/leases any vehicle | 207 | 93.7% | 110 |
| HH bought/leased new vehicle last 12 mo | 34 | 15.4% | 156 |
| | | | |
| **Automotive Aftermarket (Adults)** | | | |
| Bought gasoline in last 6 months | 521 | 92.9% | 109 |
| Bought/changed motor oil in last 12 months | 271 | 48.3% | 100 |
| Had tune-up in last 12 months | 169 | 30.1% | 105 |
| | | | |
| **Beverages (Adults)** | | | |
| Drank bottled water/seltzer in last 6 months | 399 | 71.1% | 107 |
| Drank regular cola in last 6 months | 234 | 41.7% | 95 |
| Drank beer/ale in last 6 months | 261 | 46.5% | 110 |
| | | | |
| **Cameras (Adults)** | | | |
| Own digital point & shoot camera/camcorder | 153 | 27.3% | 128 |
| Own digital SLR camera/camcorder | 69 | 12.3% | 148 |
| Printed digital photos in last 12 months | 88 | 15.7% | 113 |
| | | | |
| **Cell Phones (Adults/Households)** | | | |
| Bought cell phone in last 12 months | 208 | 37.1% | 102 |
| Have a smartphone | 444 | 79.1% | 118 |
| Have a smartphone: Android phone (any brand) | 180 | 32.1% | 101 |
| Have a smartphone: Apple iPhone | 241 | 43.0% | 140 |
| Number of cell phones in household: 1 | 42 | 19.0% | 59 |
| Number of cell phones in household: 2 | 88 | 39.8% | 106 |
| Number of cell phones in household: 3+ | 88 | 39.8% | 153 |
| HH has cell phone only (no landline telephone) | 90 | 40.7% | 90 |
| | | | |
| **Computers (Households)** | | | |
| HH owns a computer | 198 | 89.6% | 117 |
| HH owns desktop computer | 121 | 54.8% | 128 |
| HH owns laptop/notebook | 148 | 67.0% | 121 |
| HH owns any Apple/Mac brand computer | 45 | 20.4% | 132 |
| HH owns any PC/non-Apple brand computer | 173 | 78.3% | 118 |
| HH purchased most recent computer in a store | 105 | 47.5% | 127 |
| HH purchased most recent computer online | 38 | 17.2% | 132 |
| Spent <$500 on most recent home computer | 36 | 16.3% | 106 |
| Spent $500-$999 on most recent home computer | 51 | 23.1% | 126 |
| Spent $1,000-$1,499 on most recent home computer | 29 | 13.1% | 144 |
| Spent $1,500-$1,999 on most recent home computer | 14 | 6.3% | 148 |
| Spent $2,000+ on most recent home computer | 13 | 5.9% | 165 |

**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.

July 10, 2017

| Product/Consumer Behavior | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at convenience store in last 6 mos | 300 | 53.5% | 107 |
| Bought brewed coffee at convenience store in last 30 days | 84 | 15.0% | 96 |
| Bought cigarettes at convenience store in last 30 days | 48 | 8.6% | 71 |
| Bought gas at convenience store in last 30 days | 201 | 35.8% | 106 |
| Spent at convenience store in last 30 days: <$20 | 53 | 9.4% | 120 |
| Spent at convenience store in last 30 days: $20-$39 | 57 | 10.2% | 111 |
| Spent at convenience store in last 30 days: $40-$50 | 44 | 7.8% | 104 |
| Spent at convenience store in last 30 days: $51-$99 | 20 | 3.6% | 77 |
| Spent at convenience store in last 30 days: $100+ | 129 | 23.0% | 98 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended a movie in last 6 months | 385 | 68.6% | 116 |
| Went to live theater in last 12 months | 78 | 13.9% | 107 |
| Went to a bar/night club in last 12 months | 109 | 19.4% | 116 |
| Dined out in last 12 months | 301 | 53.7% | 119 |
| Gambled at a casino in last 12 months | 91 | 16.2% | 117 |
| Visited a theme park in last 12 months | 129 | 23.0% | 129 |
| Viewed movie (video-on-demand) in last 30 days | 147 | 26.2% | 143 |
| Viewed TV show (video-on-demand) in last 30 days | 105 | 18.7% | 142 |
| Watched any pay-per-view TV in last 12 months | 93 | 16.6% | 134 |
| Downloaded a movie over the Internet in last 30 days | 50 | 8.9% | 108 |
| Downloaded any individual song in last 6 months | 150 | 26.7% | 126 |
| Watched a movie online in the  last 30 days | 108 | 19.3% | 102 |
| Watched a TV program online in last 30 days | 104 | 18.5% | 109 |
| Played a video/electronic game (console) in last 12 months | 61 | 10.9% | 110 |
| Played a video/electronic game (portable) in last 12 months | 30 | 5.3% | 119 |
| | | | |
| **Financial (Adults)** | | | |
| Have home mortgage (1st) | 255 | 45.5% | 148 |
| Used ATM/cash machine in last 12 months | 329 | 58.6% | 118 |
| Own any stock | 46 | 8.2% | 113 |
| Own U.S. savings bond | 33 | 5.9% | 114 |
| Own shares in mutual fund (stock) | 46 | 8.2% | 112 |
| Own shares in mutual fund (bonds) | 33 | 5.9% | 117 |
| Have interest checking account | 191 | 34.0% | 125 |
| Have non-interest checking account | 187 | 33.3% | 113 |
| Have savings account | 367 | 65.4% | 120 |
| Have 401K retirement savings plan | 110 | 19.6% | 134 |
| Own/used any credit/debit card in last 12 months | 477 | 85.0% | 113 |
| Avg monthly credit card expenditures: <$111 | 79 | 14.1% | 117 |
| Avg monthly credit card expenditures: $111-$225 | 43 | 7.7% | 108 |
| Avg monthly credit card expenditures: $226-$450 | 52 | 9.3% | 141 |
| Avg monthly credit card expenditures: $451-$700 | 35 | 6.2% | 118 |
| Avg monthly credit card expenditures: $701-$1,000 | 26 | 4.6% | 100 |
| Avg monthly credit card expenditures: $1,001+ | 70 | 12.5% | 135 |
| Did banking online in last 12 months | 280 | 49.9% | 136 |
| Did banking on mobile device in last 12 months | 136 | 24.2% | 140 |
| Paid bills online in last 12 months | 320 | 57.0% | 127 |

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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 | 163 | 73.8% | 106 |
| Used bread in last 6 months | 208 | 94.1% | 100 |
| Used chicken (fresh or frozen) in last 6 months | 168 | 76.0% | 110 |
| Used turkey (fresh or frozen) in last 6 months | 40 | 18.1% | 114 |
| Used fish/seafood (fresh or frozen) in last 6 months | 124 | 56.1% | 103 |
| Used fresh fruit/vegetables in last 6 months | 199 | 90.0% | 104 |
| Used fresh milk in last 6 months | 201 | 91.0% | 104 |
| Used organic food in last 6 months | 48 | 21.7% | 105 |
| | | | |
| **Health (Adults)** | | | |
| Exercise at home 2+ times per week | 196 | 34.9% | 121 |
| Exercise at club 2+ times per week | 113 | 20.1% | 151 |
| Visited a doctor in last 12 months | 459 | 81.8% | 108 |
| Used vitamin/dietary supplement in last 6 months | 306 | 54.5% | 104 |
| | | | |
| **Home (Households)** | | | |
| Any home improvement in last 12 months | 81 | 36.7% | 135 |
| Used housekeeper/maid/professional HH cleaning service in last 12 | 36 | 16.3% | 122 |
| Purchased low ticket HH furnishings in last 12 months | 43 | 19.5% | 120 |
| Purchased big ticket HH furnishings in last 12 months | 55 | 24.9% | 116 |
| Bought any small kitchen appliance in last 12 months | 55 | 24.9% | 112 |
| Bought any large kitchen appliance in last 12 months | 35 | 15.8% | 125 |
| | | | |
| **Insurance (Adults/Households)** | | | |
| Currently carry life insurance | 292 | 52.0% | 120 |
| Carry medical/hospital/accident insurance | 426 | 75.9% | 110 |
| Carry homeowner insurance | 338 | 60.2% | 128 |
| Carry renter's insurance | 47 | 8.4% | 96 |
| Have auto insurance: 1 vehicle in household covered | 46 | 20.8% | 67 |
| Have auto insurance: 2 vehicles in household covered | 84 | 38.0% | 133 |
| Have auto insurance: 3+ vehicles in household covered | 70 | 31.7% | 146 |
| | | | |
| **Pets (Households)** | | | |
| Household owns any pet | 142 | 64.3% | 118 |
| Household owns any cat | 52 | 23.5% | 104 |
| Household owns any dog | 117 | 52.9% | 128 |
| | | | |
| **Psychographics (Adults)** | | | |
| Buying American is important to me | 236 | 42.1% | 101 |
| Usually buy items on credit rather than wait | 63 | 11.2% | 92 |
| Usually buy based on quality - not price | 95 | 16.9% | 92 |
| Price is usually more important than brand name | 139 | 24.8% | 93 |
| Usually use coupons for brands I buy often | 98 | 17.5% | 96 |
| Am interested in how to help the environment | 83 | 14.8% | 90 |
| Usually pay more for environ safe product | 64 | 11.4% | 85 |
| Usually value green products over convenience | 47 | 8.4% | 77 |
| Likely to buy a brand that supports a charity | 191 | 34.0% | 97 |
| | | | |
| **Reading (Adults)** | | | |
| Bought digital book in last 12 months | 113 | 20.1% | 142 |
| Bought hardcover book in last 12 months | 138 | 24.6% | 120 |
| Bought paperback book in last 12 month | 192 | 34.2% | 115 |
| Read any daily newspaper (paper version) | 117 | 20.9% | 86 |
| Read any digital newspaper in last 30 days | 228 | 40.6% | 119 |
| Read any magazine (paper/electronic version) in last 6 months | 530 | 94.5% | 105 |

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| **Restaurants (Adults)** | | | |
| Went to family restaurant/steak house in last 6 months | 463 | 82.5% | 110 |
| Went to family restaurant/steak house: 4+ times a month | 189 | 33.7% | 123 |
| Went to fast food/drive-in restaurant in last 6 months | 527 | 93.9% | 104 |
| Went to fast food/drive-in restaurant 9+ times/mo | 265 | 47.2% | 120 |
| Fast food/drive-in last 6 months: eat in | 221 | 39.4% | 108 |
| Fast food/drive-in last 6 months: home delivery | 51 | 9.1% | 118 |
| Fast food/drive-in last 6 months: take-out/drive-thru | 306 | 54.5% | 118 |
| Fast food/drive-in last 6 months: take-out/walk-in | 134 | 23.9% | 119 |
| | | | |
| **Television & Electronics (Adults/Households)** | | | |
| Own any tablet | 239 | 42.6% | 126 |
| Own any e-reader | 71 | 12.7% | 146 |
| Own e-reader/tablet: iPad | 155 | 27.6% | 134 |
| HH has Internet connectable TV | 64 | 29.0% | 144 |
| Own any portable MP3 player | 209 | 37.3% | 133 |
| HH owns 1 TV | 29 | 13.1% | 63 |
| HH owns 2 TVs | 52 | 23.5% | 90 |
| HH owns 3 TVs | 56 | 25.3% | 118 |
| HH owns 4+ TVs | 62 | 28.1% | 154 |
| HH subscribes to cable TV | 106 | 48.0% | 100 |
| HH subscribes to fiber optic | 31 | 14.0% | 176 |
| HH owns portable GPS navigation device | 75 | 33.9% | 125 |
| HH purchased video game system in last 12 mos | 19 | 8.6% | 111 |
| HH owns Internet video device for TV | 35 | 15.8% | 143 |
| | | | |
| **Travel (Adults)** | | | |
| Domestic travel in last 12 months | 355 | 63.3% | 124 |
| Took 3+ domestic non-business trips in last 12 months | 86 | 15.3% | 137 |
| Spent on domestic vacations in last 12 months: <$1,000 | 78 | 13.9% | 134 |
| Spent on domestic vacations in last 12 months: $1,000-$1,499 | 38 | 6.8% | 119 |
| Spent on domestic vacations in last 12 months: $1,500-$1,999 | 28 | 5.0% | 136 |
| Spent on domestic vacations in last 12 months: $2,000-$2,999 | 29 | 5.2% | 136 |
| Spent on domestic vacations in last 12 months: $3,000+ | 56 | 10.0% | 174 |
| Domestic travel in the 12 months: used general travel website | 44 | 7.8% | 112 |
| Foreign travel in last 3 years | 169 | 30.1% | 124 |
| Took 3+ foreign trips by plane in last 3 years | 28 | 5.0% | 113 |
| Spent on foreign vacations in last 12 months: <$1,000 | 23 | 4.1% | 96 |
| Spent on foreign vacations in last 12 months: $1,000-$2,999 | 23 | 4.1% | 118 |
| Spent on foreign vacations in last 12 months: $3,000+ | 36 | 6.4% | 127 |
| Foreign travel in last 3 years: used general travel website | 32 | 5.7% | 99 |
| Nights spent in hotel/motel in last 12 months: any | 292 | 52.0% | 125 |
| Took cruise of more than one day in last 3 years | 59 | 10.5% | 132 |
| Member of any frequent flyer program | 131 | 23.4% | 143 |
| Member of any hotel rewards program | 117 | 20.9% | 140 |

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