Retail Market Potential

Samak CDP, UT
Samak CDP, UT (4967400)
Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	325	354
Population 18+	240	261
Households	129	140
Median Household Income	$68,737	$76,986

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	126	52.5%	110
Bought any women's clothing in last 12 months	107	44.6%	103
Bought clothing for child <13 years in last 6 months	68	28.3%	103
Bought any shoes in last 12 months	136	56.7%	105
Bought costume jewelry in last 12 months	46	19.2%	100
Bought any fine jewelry in last 12 months	40	16.7%	92
Bought a watch in last 12 months	34	14.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	120	93.0%	109
HH bought/leased new vehicle last 12 mo	17	13.2%	134
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	223	92.9%	109
Bought/changed motor oil in last 12 months	123	51.2%	106
Had tune-up in last 12 months	70	29.2%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	162	67.5%	102
Drank regular cola in last 6 months	99	41.2%	94
Drank beer/ale in last 6 months	110	45.8%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	66	27.5%	129
Own digital SLR camera/camcorder	26	10.8%	130
Printed digital photos in last 12 months	40	16.7%	120
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	85	35.4%	98
Have a smartphone	173	72.1%	108
Have a smartphone: Android phone (any brand)	74	30.8%	97
Have a smartphone: Apple iPhone	89	37.1%	121
Number of cell phones in household: 1	29	22.5%	70
Number of cell phones in household: 2	53	41.1%	109
Number of cell phones in household: 3+	43	33.3%	128
HH has cell phone only (no landline telephone)	49	38.0%	84
Computers (Households)			
HH owns a computer	111	86.0%	113
HH owns desktop computer	68	52.7%	124
HH owns laptop/notebook	80	62.0%	112
HH owns any Apple/Mac brand computer	21	16.3%	106
HH owns any PC/non-Apple brand computer	99	76.7%	116
HH purchased most recent computer in a store	58	45.0%	120
HH purchased most recent computer online	19	14.7%	113
Spent <$500 on most recent home computer	20	15.5%	101
Spent $500-$999 on most recent home computer	31	24.0%	131
Spent $1,000-$1,499 on most recent home computer	15	11.6%	128
Spent $1,500-$1,999 on most recent home computer	8	6.2%	145
Spent $2,000+ on most recent home computer	6	4.7%	131

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	126	52.5%	105
Bought brewed coffee at convenience store in last 30 days	39	16.2%	104
Bought cigarettes at convenience store in last 30 days	25	10.4%	86
Bought gas at convenience store in last 30 days	95	39.6%	117
Spent at convenience store in last 30 days: <$20	20	8.3%	106
Spent at convenience store in last 30 days: $20-$39	22	9.2%	100
Spent at convenience store in last 30 days: $40-$50	19	7.9%	105
Spent at convenience store in last 30 days: $51-$99	11	4.6%	99
Spent at convenience store in last 30 days: $100+	64	26.7%	114
Entertainment (Adults)			
Attended a movie in last 6 months	153	63.8%	108
Went to live theater in last 12 months	33	13.8%	106
Went to a bar/night club in last 12 months	43	17.9%	107
Dined out in last 12 months	126	52.5%	116
Gambled at a casino in last 12 months	38	15.8%	114
Visited a theme park in last 12 months	47	19.6%	110
Viewed movie (video-on-demand) in last 30 days	49	20.4%	112
Viewed TV show (video-on-demand) in last 30 days	35	14.6%	111
Watched any pay-per-view TV in last 12 months	34	14.2%	114
Downloaded a movie over the Internet in last 30 days	16	6.7%	81
Downloaded any individual song in last 6 months	55	22.9%	108
Watched a movie online in the last 30 days	40	16.7%	89
Watched a TV program online in last 30 days	37	15.4%	91
Played a video/electronic game (console) in last 12 months	24	10.0%	101
Played a video/electronic game (portable) in last 12 months	11	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	99	41.2%	135
Used ATM/cash machine in last 12 months	135	56.2%	113
Own any stock	23	9.6%	132
Own U.S. savings bond	15	6.2%	121
Own shares in mutual fund (stock)	24	10.0%	136
Own shares in mutual fund (bonds)	17	7.1%	141
Have interest checking account	87	36.2%	133
Have non-interest checking account	79	32.9%	112
Have savings account	156	65.0%	119
Have 401K retirement savings plan	45	18.8%	128
Own/used any credit/debit card in last 12 months	199	82.9%	110
Avg monthly credit card expenditures: <$111	36	15.0%	125
Avg monthly credit card expenditures: $111-$225	19	7.9%	112
Avg monthly credit card expenditures: $226-$450	21	8.8%	133
Avg monthly credit card expenditures: $451-$700	17	7.1%	134
Avg monthly credit card expenditures: $701-$1,000	13	5.4%	117
Avg monthly credit card expenditures: $1,001+	28	11.7%	126
Did banking online in last 12 months	107	44.6%	122
Did banking on mobile device in last 12 months	47	19.6%	113
Paid bills online in last 12 months	126	52.5%	117

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
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	95	73.6%	106
Used bread in last 6 months	123	95.3%	102
Used chicken (fresh or frozen) in last 6 months	95	73.6%	107
Used turkey (fresh or frozen) in last 6 months	24	18.6%	117
Used fish/seafood (fresh or frozen) in last 6 months	73	56.6%	104
Used fresh fruit/vegetables in last 6 months	115	89.1%	103
Used fresh milk in last 6 months	117	90.7%	104
Used organic food in last 6 months	25	19.4%	94
Health (Adults)			
Exercise at home 2+ times per week	80	33.3%	115
Exercise at club 2+ times per week	38	15.8%	119
Visited a doctor in last 12 months	195	81.2%	107
Used vitamin/dietary supplement in last 6 months	132	55.0%	105
Home (Households)			
Any home improvement in last 12 months	48	37.2%	137
Used housekeeper/maid/professional HH cleaning service in last 12	18	14.0%	104
Purchased low ticket HH furnishings in last 12 months	23	17.8%	110
Purchased big ticket HH furnishings in last 12 months	29	22.5%	105
Bought any small kitchen appliance in last 12 months	30	23.3%	105
Bought any large kitchen appliance in last 12 months	20	15.5%	122
Insurance (Adults/Households)			
Currently carry life insurance	129	53.8%	124
Carry medical/hospital/accident insurance	181	75.4%	109
Carry homeowner insurance	151	62.9%	134
Carry renter's insurance	16	6.7%	76
Have auto insurance: 1 vehicle in household covered	27	20.9%	67
Have auto insurance: 2 vehicles in household covered	46	35.7%	125
Have auto insurance: 3+ vehicles in household covered	45	34.9%	161
Pets (Households)			
Household owns any pet	86	66.7%	123
Household owns any cat	38	29.5%	131
Household owns any dog	68	52.7%	128
Psychographics (Adults)			
Buying American is important to me	106	44.2%	106
Usually buy items on credit rather than wait	26	10.8%	88
Usually buy based on quality - not price	42	17.5%	95
Price is usually more important than brand name	60	25.0%	94
Usually use coupons for brands I buy often	45	18.8%	103
Am interested in how to help the environment	31	12.9%	78
Usually pay more for environ safe product	26	10.8%	81
Usually value green products over convenience	21	8.8%	81
Likely to buy a brand that supports a charity	79	32.9%	94
Reading (Adults)			
Bought digital book in last 12 months	42	17.5%	123
Bought hardcover book in last 12 months	54	22.5%	110
Bought paperback book in last 12 month	76	31.7%	106
Read any daily newspaper (paper version)	62	25.8%	107
Read any digital newspaper in last 30 days	94	39.2%	115
Read any magazine (paper/electronic version) in last 6 months	223	92.9%	103

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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	196	81.7%	109
Went to family restaurant/steak house: 4+ times a month	76	31.7%	116
Went to fast food/drive-in restaurant in last 6 months	223	92.9%	103
Went to fast food/drive-in restaurant 9+ times/mo	103	42.9%	109
Fast food/drive-in last 6 months: eat in	96	40.0%	110
Fast food/drive-in last 6 months: home delivery	17	7.1%	92
Fast food/drive-in last 6 months: take-out/drive-thru	126	52.5%	114
Fast food/drive-in last 6 months: take-out/walk-in	51	21.2%	105
Television & Electronics (Adults/Households)			
Own any tablet	91	37.9%	112
Own any e-reader	26	10.8%	125
Own e-reader/tablet: iPad	56	23.3%	113
HH has Internet connectable TV	33	25.6%	127
Own any portable MP3 player	78	32.5%	116
HH owns 1 TV	17	13.2%	64
HH owns 2 TVs	33	25.6%	98
HH owns 3 TVs	33	25.6%	119
HH owns 4+ TVs	33	25.6%	140
HH subscribes to cable TV	56	43.4%	91
HH subscribes to fiber optic	10	7.8%	97
HH owns portable GPS navigation device	47	36.4%	134
HH purchased video game system in last 12 mos	9	7.0%	90
HH owns Internet video device for TV	17	13.2%	119
Travel (Adults)			
Domestic travel in last 12 months	147	61.2%	120
Took 3+ domestic non-business trips in last 12 months	33	13.8%	123
Spent on domestic vacations in last 12 months: <$1,000	31	12.9%	124
Spent on domestic vacations in last 12 months: $1,000-$1,499	16	6.7%	117
Spent on domestic vacations in last 12 months: $1,500-$1,999	11	4.6%	125
Spent on domestic vacations in last 12 months: $2,000-$2,999	13	5.4%	143
Spent on domestic vacations in last 12 months: $3,000+	20	8.3%	146
Domestic travel in the 12 months: used general travel website	18	7.5%	107
Foreign travel in last 3 years	64	26.7%	110
Took 3+ foreign trips by plane in last 3 years	10	4.2%	95
Spent on foreign vacations in last 12 months: <$1,000	10	4.2%	98
Spent on foreign vacations in last 12 months: $1,000-$2,999	8	3.3%	96
Spent on foreign vacations in last 12 months: $3,000+	14	5.8%	116
Foreign travel in last 3 years: used general travel website	12	5.0%	87
Nights spent in hotel/motel in last 12 months: any	121	50.4%	122
Took cruise of more than one day in last 3 years	23	9.6%	120
Member of any frequent flyer program	47	19.6%	120
Member of any hotel rewards program	46	19.2%	129

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