Retail Market Potential

Snyderville CDP, UT
Snyderville CDP, UT (4970190)
Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	6,414	7,022
Population 18+	4,945	5,595
Households	2,519	2,752
Median Household Income	$103,851	$105,785

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,455	49.6%	104
Bought any women's clothing in last 12 months	2,354	47.6%	110
Bought clothing for child <13 years in last 6 months	1,425	28.8%	105
Bought any shoes in last 12 months	2,986	60.4%	112
Bought costume jewelry in last 12 months	1,115	22.5%	118
Bought any fine jewelry in last 12 months	997	20.2%	112
Bought a watch in last 12 months	778	15.7%	103
Automobiles (Households)			
HH owns/leases any vehicle	2,333	92.6%	108
HH bought/leased new vehicle last 12 mo	381	15.1%	153
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,568	92.4%	109
Bought/changed motor oil in last 12 months	2,168	43.8%	91
Had tune-up in last 12 months	1,647	33.3%	116
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,465	70.1%	105
Drank regular cola in last 6 months	1,723	34.8%	79
Drank beer/ale in last 6 months	2,540	51.4%	122
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,418	28.7%	135
Own digital SLR camera/camcorder	643	13.0%	156
Printed digital photos in last 12 months	876	17.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,831	37.0%	102
Have a smartphone	3,995	80.8%	121
Have a smartphone: Android phone (any brand)	1,386	28.0%	88
Have a smartphone: Apple iPhone	2,470	49.9%	163
Number of cell phones in household: 1	574	22.8%	71
Number of cell phones in household: 2	1,079	42.8%	114
Number of cell phones in household: 3+	823	32.7%	125
HH has cell phone only (no landline telephone)	967	38.4%	85
Computers (Households)			
HH owns a computer	2,286	90.8%	119
HH owns desktop computer	1,261	50.1%	117
HH owns laptop/notebook	1,725	68.5%	123
HH owns any Apple/Mac brand computer	676	26.8%	174
HH owns any PC/non-Apple brand computer	1,833	72.8%	110
HH purchased most recent computer in a store	1,125	44.7%	120
HH purchased most recent computer online	471	18.7%	143
Spent <$500 on most recent home computer	312	12.4%	81
Spent $500-$999 on most recent home computer	571	22.7%	124
Spent $1,000-$1,499 on most recent home computer	371	14.7%	162
Spent $1,500-$1,999 on most recent home computer	181	7.2%	168
Spent $2,000+ on most recent home computer	153	6.1%	170

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	2,709	54.8%	110
Bought brewed coffee at convenience store in last 30 days	791	16.0%	103
Bought cigarettes at convenience store in last 30 days	296	6.0%	49
Bought gas at convenience store in last 30 days	1,430	28.9%	85
Spent at convenience store in last 30 days: <$20	537	10.9%	138
Spent at convenience store in last 30 days: $20-$39	524	10.6%	116
Spent at convenience store in last 30 days: $40-$50	367	7.4%	98
Spent at convenience store in last 30 days: $51-$99	217	4.4%	94
Spent at convenience store in last 30 days: $100+	884	17.9%	76
Entertainment (Adults)			
Attended a movie in last 6 months	3,503	70.8%	120
Went to live theater in last 12 months	964	19.5%	150
Went to a bar/night club in last 12 months	1,121	22.7%	135
Dined out in last 12 months	2,841	57.5%	127
Gambled at a casino in last 12 months	833	16.8%	122
Visited a theme park in last 12 months	1,172	23.7%	133
Viewed movie (video-on-demand) in last 30 days	1,453	29.4%	161
Viewed TV show (video-on-demand) in last 30 days	1,074	21.7%	165
Watched any pay-per-view TV in last 12 months	801	16.2%	131
Downloaded a movie over the Internet in last 30 days	542	11.0%	132
Downloaded any individual song in last 6 months	1,322	26.7%	126
Watched a movie online in the last 30 days	1,165	23.6%	125
Watched a TV program online in last 30 days	1,157	23.4%	138
Played a video/electronic game (console) in last 12 months	437	8.8%	89
Played a video/electronic game (portable) in last 12 months	198	4.0%	89
Financial (Adults)			
Have home mortgage (1st)	2,182	44.1%	144
Used ATM/cash machine in last 12 months	3,099	62.7%	126
Own any stock	625	12.6%	174
Own U.S. savings bond	336	6.8%	132
Own shares in mutual fund (stock)	626	12.7%	173
Own shares in mutual fund (bonds)	444	9.0%	178
Have interest checking account	1,852	37.5%	138
Have non-interest checking account	1,573	31.8%	108
Have savings account	3,342	67.6%	124
Have 401K retirement savings plan	1,167	23.6%	161
Own/used any credit/debit card in last 12 months	4,214	85.2%	113
Avg monthly credit card expenditures: <$111	535	10.8%	90
Avg monthly credit card expenditures: $111-$225	315	6.4%	90
Avg monthly credit card expenditures: $226-$450	392	7.9%	120
Avg monthly credit card expenditures: $451-$700	369	7.5%	141
Avg monthly credit card expenditures: $701-$1,000	402	8.1%	176
Avg monthly credit card expenditures: $1,001+	958	19.4%	209
Did banking online in last 12 months	2,598	52.5%	144
Did banking on mobile device in last 12 months	1,164	23.5%	136
Paid bills online in last 12 months	2,955	59.8%	133

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,706	67.7%	97
Used bread in last 6 months	2,368	94.0%	100
Used chicken (fresh or frozen) in last 6 months	1,795	71.3%	103
Used turkey (fresh or frozen) in last 6 months	370	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	1,454	57.7%	106
Used fresh fruit/vegetables in last 6 months	2,251	89.4%	103
Used fresh milk in last 6 months	2,210	87.7%	100
Used organic food in last 6 months	749	29.7%	144
Health (Adults)			
Exercise at home 2+ times per week	1,825	36.9%	127
Exercise at club 2+ times per week	1,102	22.3%	167
Visited a doctor in last 12 months	3,998	80.8%	107
Used vitamin/dietary supplement in last 6 months	2,856	57.8%	110
Home (Households)			
Any home improvement in last 12 months	790	31.4%	116
Used housekeeper/maid/professional HH cleaning service in last 12	511	20.3%	152
Purchased low ticket HH furnishings in last 12 months	483	19.2%	118
Purchased big ticket HH furnishings in last 12 months	624	24.8%	116
Bought any small kitchen appliance in last 12 months	624	24.8%	112
Bought any large kitchen appliance in last 12 months	363	14.4%	114
Insurance (Adults/Households)			
Currently carry life insurance	2,516	50.9%	118
Carry medical/hospital/accident insurance	3,830	77.5%	112
Carry homeowner insurance	2,833	57.3%	122
Carry renter's insurance	507	10.3%	117
Have auto insurance: 1 vehicle in household covered	668	26.5%	85
Have auto insurance: 2 vehicles in household covered	956	38.0%	133
Have auto insurance: 3+ vehicles in household covered	629	25.0%	115
Pets (Households)			
Household owns any pet	1,397	55.5%	102
Household owns any cat	556	22.1%	98
Household owns any dog	1,007	40.0%	97
Psychographics (Adults)			
Buying American is important to me	1,755	35.5%	85
Usually buy items on credit rather than wait	668	13.5%	110
Usually buy based on quality - not price	882	17.8%	97
Price is usually more important than brand name	1,174	23.7%	89
Usually use coupons for brands I buy often	843	17.0%	94
Am interested in how to help the environment	839	17.0%	103
Usually pay more for environ safe product	731	14.8%	110
Usually value green products over convenience	437	8.8%	82
Likely to buy a brand that supports a charity	1,733	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	1,111	22.5%	158
Bought hardcover book in last 12 months	1,320	26.7%	130
Bought paperback book in last 12 month	1,785	36.1%	121
Read any daily newspaper (paper version)	1,229	24.9%	103
Read any digital newspaper in last 30 days	2,486	50.3%	148
Read any magazine (paper/electronic version) in last 6 months	4,729	95.6%	106

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,982	80.5%	108
Went to family restaurant/steak house: 4+ times a month	1,371	27.7%	101
Went to fast food/drive-in restaurant in last 6 months	4,522	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,921	38.8%	99
Fast food/drive-in last 6 months: eat in	1,968	39.8%	109
Fast food/drive-in last 6 months: home delivery	396	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	2,374	48.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,173	23.7%	118
Television & Electronics (Adults/Households)			
Own any tablet	2,480	50.2%	149
Own any e-reader	693	14.0%	162
Own e-reader/tablet: iPad	1,778	36.0%	174
HH has Internet connectable TV	679	27.0%	134
Own any portable MP3 player	1,983	40.1%	143
HH owns 1 TV	514	20.4%	98
HH owns 2 TVs	677	26.9%	103
HH owns 3 TVs	551	21.9%	102
HH owns 4+ TVs	497	19.7%	108
HH subscribes to cable TV	1,324	52.6%	110
HH subscribes to fiber optic	355	14.1%	176
HH owns portable GPS navigation device	885	35.1%	129
HH purchased video game system in last 12 mos	189	7.5%	97
HH owns Internet video device for TV	436	17.3%	156
Travel (Adults)			
Domestic travel in last 12 months	3,462	70.0%	138
Took 3+ domestic non-business trips in last 12 months	889	18.0%	161
Spent on domestic vacations in last 12 months: <$1,000	631	12.8%	123
Spent on domestic vacations in last 12 months: $1,000-$1,499	455	9.2%	161
Spent on domestic vacations in last 12 months: $1,500-$1,999	285	5.8%	157
Spent on domestic vacations in last 12 months: $2,000-$2,999	345	7.0%	184
Spent on domestic vacations in last 12 months: $3,000+	502	10.2%	177
Domestic travel in the 12 months: used general travel website	620	12.5%	179
Foreign travel in last 3 years	2,103	42.5%	175
Took 3+ foreign trips by plane in last 3 years	498	10.1%	229
Spent on foreign vacations in last 12 months: <$1,000	375	7.6%	178
Spent on foreign vacations in last 12 months: $1,000-$2,999	284	5.7%	165
Spent on foreign vacations in last 12 months: $3,000+	591	12.0%	237
Foreign travel in last 3 years: used general travel website	563	11.4%	198
Nights spent in hotel/motel in last 12 months: any	2,982	60.3%	145
Took cruise of more than one day in last 3 years	643	13.0%	163
Member of any frequent flyer program	1,795	36.3%	223
Member of any hotel rewards program	1,361	27.5%	185

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