Retail Market Potential

Wanship CDP, UT
Wanship CDP, UT (4981190)
Geography: Place

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Demographic Summary	2017	2022
Population	420	481
Population 18+	310	362
Households	142	163
Median Household Income	$102,869	$104,102

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	161	51.9%	109
Bought any women's clothing in last 12 months	144	46.5%	107
Bought clothing for child <13 years in last 6 months	80	25.8%	94
Bought any shoes in last 12 months	183	59.0%	110
Bought costume jewelry in last 12 months	64	20.6%	108
Bought any fine jewelry in last 12 months	59	19.0%	105
Bought a watch in last 12 months	44	14.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	133	93.7%	110
HH bought/leased new vehicle last 12 mo	19	13.4%	136
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	283	91.3%	107
Bought/changed motor oil in last 12 months	154	49.7%	103
Had tune-up in last 12 months	92	29.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	210	67.7%	102
Drank regular cola in last 6 months	114	36.8%	83
Drank beer/ale in last 6 months	143	46.1%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	83	26.8%	126
Own digital SLR camera/camcorder	36	11.6%	139
Printed digital photos in last 12 months	55	17.7%	128
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	109	35.2%	97
Have a smartphone	216	69.7%	104
Have a smartphone: Android phone (any brand)	89	28.7%	90
Have a smartphone: Apple iPhone	114	36.8%	120
Number of cell phones in household: 1	34	23.9%	75
Number of cell phones in household: 2	59	41.5%	110
Number of cell phones in household: 3+	46	32.4%	124
HH has cell phone only (no landline telephone)	42	29.6%	65
Computers (Households)			
HH owns a computer	121	85.2%	112
HH owns desktop computer	75	52.8%	124
HH owns laptop/notebook	86	60.6%	109
HH owns any Apple/Mac brand computer	27	19.0%	124
HH owns any PC/non-Apple brand computer	105	73.9%	112
HH purchased most recent computer in a store	62	43.7%	117
HH purchased most recent computer online	22	15.5%	119
Spent <$500 on most recent home computer	20	14.1%	92
Spent $500-$999 on most recent home computer	32	22.5%	123
Spent $1,000-$1,499 on most recent home computer	17	12.0%	131
Spent $1,500-$1,999 on most recent home computer	8	5.6%	132
Spent $2,000+ on most recent home computer	8	5.6%	158

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	162	52.3%	105
Bought brewed coffee at convenience store in last 30 days	57	18.4%	118
Bought cigarettes at convenience store in last 30 days	25	8.1%	67
Bought gas at convenience store in last 30 days	106	34.2%	101
Spent at convenience store in last 30 days: <$20	33	10.6%	135
Spent at convenience store in last 30 days: $20-$39	33	10.6%	117
Spent at convenience store in last 30 days: $40-$50	22	7.1%	94
Spent at convenience store in last 30 days: $51-$99	13	4.2%	90
Spent at convenience store in last 30 days: $100+	68	21.9%	93
Entertainment (Adults)			
Attended a movie in last 6 months	196	63.2%	107
Went to live theater in last 12 months	49	15.8%	121
Went to a bar/night club in last 12 months	52	16.8%	100
Dined out in last 12 months	174	56.1%	124
Gambled at a casino in last 12 months	49	15.8%	114
Visited a theme park in last 12 months	62	20.0%	112
Viewed movie (video-on-demand) in last 30 days	79	25.5%	139
Viewed TV show (video-on-demand) in last 30 days	60	19.4%	147
Watched any pay-per-view TV in last 12 months	44	14.2%	114
Downloaded a movie over the Internet in last 30 days	27	8.7%	105
Downloaded any individual song in last 6 months	70	22.6%	107
Watched a movie online in the last 30 days	52	16.8%	89
Watched a TV program online in last 30 days	53	17.1%	101
Played a video/electronic game (console) in last 12 months	25	8.1%	81
Played a video/electronic game (portable) in last 12 months	11	3.5%	79
Financial (Adults)			
Have home mortgage (1st)	139	44.8%	146
Used ATM/cash machine in last 12 months	175	56.5%	114
Own any stock	34	11.0%	151
Own U.S. savings bond	23	7.4%	144
Own shares in mutual fund (stock)	34	11.0%	150
Own shares in mutual fund (bonds)	24	7.7%	154
Have interest checking account	117	37.7%	139
Have non-interest checking account	98	31.6%	107
Have savings account	205	66.1%	121
Have 401K retirement savings plan	61	19.7%	134
Own/used any credit/debit card in last 12 months	264	85.2%	113
Avg monthly credit card expenditures: <$111	39	12.6%	105
Avg monthly credit card expenditures: $111-$225	28	9.0%	128
Avg monthly credit card expenditures: $226-$450	24	7.7%	118
Avg monthly credit card expenditures: $451-$700	22	7.1%	134
Avg monthly credit card expenditures: $701-$1,000	20	6.5%	140
Avg monthly credit card expenditures: $1,001+	46	14.8%	160
Did banking online in last 12 months	140	45.2%	123
Did banking on mobile device in last 12 months	59	19.0%	110
Paid bills online in last 12 months	163	52.6%	117

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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	105	73.9%	106
Used bread in last 6 months	136	95.8%	102
Used chicken (fresh or frozen) in last 6 months	103	72.5%	105
Used turkey (fresh or frozen) in last 6 months	27	19.0%	120
Used fish/seafood (fresh or frozen) in last 6 months	81	57.0%	104
Used fresh fruit/vegetables in last 6 months	128	90.1%	104
Used fresh milk in last 6 months	127	89.4%	102
Used organic food in last 6 months	30	21.1%	103
Health (Adults)			
Exercise at home 2+ times per week	106	34.2%	118
Exercise at club 2+ times per week	54	17.4%	130
Visited a doctor in last 12 months	256	82.6%	109
Used vitamin/dietary supplement in last 6 months	177	57.1%	109
Home (Households)			
Any home improvement in last 12 months	51	35.9%	132
Used housekeeper/maid/professional HH cleaning service in last 12	24	16.9%	126
Purchased low ticket HH furnishings in last 12 months	26	18.3%	113
Purchased big ticket HH furnishings in last 12 months	32	22.5%	105
Bought any small kitchen appliance in last 12 months	32	22.5%	102
Bought any large kitchen appliance in last 12 months	21	14.8%	117
Insurance (Adults/Households)			
Currently carry life insurance	170	54.8%	127
Carry medical/hospital/accident insurance	243	78.4%	113
Carry homeowner insurance	208	67.1%	143
Carry renter's insurance	20	6.5%	74
Have auto insurance: 1 vehicle in household covered	33	23.2%	75
Have auto insurance: 2 vehicles in household covered	47	33.1%	116
Have auto insurance: 3+ vehicles in household covered	49	34.5%	159
Pets (Households)			
Household owns any pet	92	64.8%	119
Household owns any cat	39	27.5%	122
Household owns any dog	71	50.0%	121
Psychographics (Adults)			
Buying American is important to me	138	44.5%	107
Usually buy items on credit rather than wait	39	12.6%	103
Usually buy based on quality - not price	56	18.1%	98
Price is usually more important than brand name	80	25.8%	97
Usually use coupons for brands I buy often	55	17.7%	98
Am interested in how to help the environment	47	15.2%	92
Usually pay more for environ safe product	37	11.9%	89
Usually value green products over convenience	30	9.7%	89
Likely to buy a brand that supports a charity	108	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	56	18.1%	127
Bought hardcover book in last 12 months	71	22.9%	112
Bought paperback book in last 12 month	107	34.5%	116
Read any daily newspaper (paper version)	94	30.3%	125
Read any digital newspaper in last 30 days	125	40.3%	118
Read any magazine (paper/electronic version) in last 6 months	287	92.6%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	245	79.0%	106
Went to family restaurant/steak house: 4+ times a month	90	29.0%	106
Went to fast food/drive-in restaurant in last 6 months	286	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	121	39.0%	99
Fast food/drive-in last 6 months: eat in	118	38.1%	104
Fast food/drive-in last 6 months: home delivery	20	6.5%	84
Fast food/drive-in last 6 months: take-out/drive-thru	148	47.7%	104
Fast food/drive-in last 6 months: take-out/walk-in	67	21.6%	107
Television & Electronics (Adults/Households)			
Own any tablet	123	39.7%	118
Own any e-reader	35	11.3%	130
Own e-reader/tablet: iPad	83	26.8%	130
HH has Internet connectable TV	36	25.4%	126
Own any portable MP3 player	102	32.9%	118
HH owns 1 TV	21	14.8%	71
HH owns 2 TVs	35	24.6%	95
HH owns 3 TVs	37	26.1%	121
HH owns 4+ TVs	35	24.6%	135
HH subscribes to cable TV	68	47.9%	100
HH subscribes to fiber optic	18	12.7%	159
HH owns portable GPS navigation device	55	38.7%	143
HH purchased video game system in last 12 mos	11	7.7%	100
HH owns Internet video device for TV	19	13.4%	121
Travel (Adults)			
Domestic travel in last 12 months	195	62.9%	124
Took 3+ domestic non-business trips in last 12 months	47	15.2%	136
Spent on domestic vacations in last 12 months: <$1,000	35	11.3%	109
Spent on domestic vacations in last 12 months: $1,000-$1,499	21	6.8%	119
Spent on domestic vacations in last 12 months: $1,500-$1,999	16	5.2%	140
Spent on domestic vacations in last 12 months: $2,000-$2,999	17	5.5%	145
Spent on domestic vacations in last 12 months: $3,000+	28	9.0%	158
Domestic travel in the 12 months: used general travel website	28	9.0%	129
Foreign travel in last 3 years	99	31.9%	132
Took 3+ foreign trips by plane in last 3 years	18	5.8%	132
Spent on foreign vacations in last 12 months: <$1,000	17	5.5%	129
Spent on foreign vacations in last 12 months: $1,000-$2,999	13	4.2%	120
Spent on foreign vacations in last 12 months: $3,000+	22	7.1%	141
Foreign travel in last 3 years: used general travel website	24	7.7%	135
Nights spent in hotel/motel in last 12 months: any	163	52.6%	127
Took cruise of more than one day in last 3 years	34	11.0%	137
Member of any frequent flyer program	76	24.5%	150
Member of any hotel rewards program	69	22.3%	150

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