Retail Market Potential

Woodland CDP, UT
Woodland CDP, UT (4985040)
Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	379	410
Population 18+	276	301
Households	125	135
Median Household Income	$63,840	$77,121

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	150	54.3%	114
Bought any women's clothing in last 12 months	121	43.8%	101
Bought clothing for child <13 years in last 6 months	72	26.1%	95
Bought any shoes in last 12 months	155	56.2%	104
Bought costume jewelry in last 12 months	49	17.8%	93
Bought any fine jewelry in last 12 months	46	16.7%	92
Bought a watch in last 12 months	37	13.4%	88
Automobiles (Households)			
HH owns/leases any vehicle	116	92.8%	109
HH bought/leased new vehicle last 12 mo	14	11.2%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	256	92.8%	109
Bought/changed motor oil in last 12 months	146	52.9%	110
Had tune-up in last 12 months	79	28.6%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	180	65.2%	98
Drank regular cola in last 6 months	114	41.3%	94
Drank beer/ale in last 6 months	125	45.3%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	77	27.9%	131
Own digital SLR camera/camcorder	28	10.1%	122
Printed digital photos in last 12 months	47	17.0%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	95	34.4%	95
Have a smartphone	187	67.8%	101
Have a smartphone: Android phone (any brand)	83	30.1%	94
Have a smartphone: Apple iPhone	92	33.3%	109
Number of cell phones in household: 1	31	24.8%	78
Number of cell phones in household: 2	52	41.6%	110
Number of cell phones in household: 3+	37	29.6%	114
HH has cell phone only (no landline telephone)	45	36.0%	79
Computers (Households)			
HH owns a computer	105	84.0%	110
HH owns desktop computer	64	51.2%	120
HH owns laptop/notebook	73	58.4%	105
HH owns any Apple/Mac brand computer	18	14.4%	94
HH owns any PC/non-Apple brand computer	95	76.0%	115
HH purchased most recent computer in a store	55	44.0%	118
HH purchased most recent computer online	17	13.6%	104
Spent <$500 on most recent home computer	18	14.4%	94
Spent $500-$999 on most recent home computer	30	24.0%	131
Spent $1,000-$1,499 on most recent home computer	13	10.4%	114
Spent $1,500-$1,999 on most recent home computer	7	5.6%	131
Spent $2,000+ on most recent home computer	4	3.2%	90

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	143	51.8%	104
Bought brewed coffee at convenience store in last 30 days	47	17.0%	109
Bought cigarettes at convenience store in last 30 days	32	11.6%	96
Bought gas at convenience store in last 30 days	116	42.0%	124
Spent at convenience store in last 30 days: <$20	22	8.0%	101
Spent at convenience store in last 30 days: $20-$39	24	8.7%	95
Spent at convenience store in last 30 days: $40-$50	22	8.0%	105
Spent at convenience store in last 30 days: $51-$99	15	5.4%	117
Spent at convenience store in last 30 days: $100+	80	29.0%	124
Entertainment (Adults)			
Attended a movie in last 6 months	167	60.5%	102
Went to live theater in last 12 months	38	13.8%	106
Went to a bar/night club in last 12 months	48	17.4%	104
Dined out in last 12 months	143	51.8%	115
Gambled at a casino in last 12 months	42	15.2%	110
Visited a theme park in last 12 months	48	17.4%	97
Viewed movie (video-on-demand) in last 30 days	47	17.0%	93
Viewed TV show (video-on-demand) in last 30 days	34	12.3%	94
Watched any pay-per-view TV in last 12 months	35	12.7%	102
Downloaded a movie over the Internet in last 30 days	15	5.4%	66
Downloaded any individual song in last 6 months	57	20.7%	98
Watched a movie online in the last 30 days	41	14.9%	79
Watched a TV program online in last 30 days	37	13.4%	79
Played a video/electronic game (console) in last 12 months	25	9.1%	91
Played a video/electronic game (portable) in last 12 months	11	4.0%	89
Financial (Adults)			
Have home mortgage (1st)	107	38.8%	127
Used ATM/cash machine in last 12 months	151	54.7%	110
Own any stock	28	10.1%	140
Own U.S. savings bond	17	6.2%	120
Own shares in mutual fund (stock)	31	11.2%	153
Own shares in mutual fund (bonds)	21	7.6%	151
Have interest checking account	103	37.3%	137
Have non-interest checking account	90	32.6%	111
Have savings account	178	64.5%	118
Have 401K retirement savings plan	50	18.1%	123
Own/used any credit/debit card in last 12 months	225	81.5%	108
Avg monthly credit card expenditures: <$111	43	15.6%	130
Avg monthly credit card expenditures: $111-$225	22	8.0%	113
Avg monthly credit card expenditures: $226-$450	22	8.0%	121
Avg monthly credit card expenditures: $451-$700	21	7.6%	143
Avg monthly credit card expenditures: $701-$1,000	16	5.8%	125
Avg monthly credit card expenditures: $1,001+	32	11.6%	125
Did banking online in last 12 months	114	41.3%	113
Did banking on mobile device in last 12 months	46	16.7%	96
Paid bills online in last 12 months	136	49.3%	110

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	92	73.6%	106
Used bread in last 6 months	120	96.0%	102
Used chicken (fresh or frozen) in last 6 months	90	72.0%	104
Used turkey (fresh or frozen) in last 6 months	24	19.2%	121
Used fish/seafood (fresh or frozen) in last 6 months	71	56.8%	104
Used fresh fruit/vegetables in last 6 months	112	89.6%	103
Used fresh milk in last 6 months	113	90.4%	103
Used organic food in last 6 months	22	17.6%	85
Health (Adults)			
Exercise at home 2+ times per week	89	32.2%	111
Exercise at club 2+ times per week	37	13.4%	100
Visited a doctor in last 12 months	224	81.2%	107
Used vitamin/dietary supplement in last 6 months	152	55.1%	105
Home (Households)			
Any home improvement in last 12 months	47	37.6%	139
Used housekeeper/maid/professional HH cleaning service in last 12	16	12.8%	96
Purchased low ticket HH furnishings in last 12 months	21	16.8%	103
Purchased big ticket HH furnishings in last 12 months	27	21.6%	101
Bought any small kitchen appliance in last 12 months	28	22.4%	101
Bought any large kitchen appliance in last 12 months	18	14.4%	114
Insurance (Adults/Households)			
Currently carry life insurance	151	54.7%	126
Carry medical/hospital/accident insurance	208	75.4%	109
Carry homeowner insurance	178	64.5%	137
Carry renter's insurance	16	5.8%	66
Have auto insurance: 1 vehicle in household covered	26	20.8%	67
Have auto insurance: 2 vehicles in household covered	42	33.6%	118
Have auto insurance: 3+ vehicles in household covered	46	36.8%	170
Pets (Households)			
Household owns any pet	85	68.0%	125
Household owns any cat	41	32.8%	145
Household owns any dog	66	52.8%	128
Psychographics (Adults)			
Buying American is important to me	126	45.7%	110
Usually buy items on credit rather than wait	30	10.9%	89
Usually buy based on quality - not price	49	17.8%	97
Price is usually more important than brand name	69	25.0%	94
Usually use coupons for brands I buy often	55	19.9%	110
Am interested in how to help the environment	33	12.0%	72
Usually pay more for environ safe product	30	10.9%	81
Usually value green products over convenience	25	9.1%	84
Likely to buy a brand that supports a charity	90	32.6%	93
Reading (Adults)			
Bought digital book in last 12 months	43	15.6%	110
Bought hardcover book in last 12 months	59	21.4%	104
Bought paperback book in last 12 month	83	30.1%	101
Read any daily newspaper (paper version)	81	29.3%	121
Read any digital newspaper in last 30 days	105	38.0%	112
Read any magazine (paper/electronic version) in last 6 months	254	92.0%	102

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	223	80.8%	108
Went to family restaurant/steak house: 4+ times a month	85	30.8%	112
Went to fast food/drive-in restaurant in last 6 months	255	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	111	40.2%	102
Fast food/drive-in last 6 months: eat in	112	40.6%	111
Fast food/drive-in last 6 months: home delivery	15	5.4%	71
Fast food/drive-in last 6 months: take-out/drive-thru	141	51.1%	111
Fast food/drive-in last 6 months: take-out/walk-in	55	19.9%	99
Television & Electronics (Adults/Households)			
Own any tablet	96	34.8%	103
Own any e-reader	27	9.8%	113
Own e-reader/tablet: iPad	57	20.7%	100
HH has Internet connectable TV	30	24.0%	119
Own any portable MP3 player	81	29.3%	105
HH owns 1 TV	17	13.6%	66
HH owns 2 TVs	33	26.4%	102
HH owns 3 TVs	33	26.4%	123
HH owns 4+ TVs	30	24.0%	132
HH subscribes to cable TV	50	40.0%	84
HH subscribes to fiber optic	5	4.0%	50
HH owns portable GPS navigation device	47	37.6%	139
HH purchased video game system in last 12 mos	7	5.6%	72
HH owns Internet video device for TV	14	11.2%	101
Travel (Adults)			
Domestic travel in last 12 months	165	59.8%	118
Took 3+ domestic non-business trips in last 12 months	35	12.7%	114
Spent on domestic vacations in last 12 months: <$1,000	34	12.3%	119
Spent on domestic vacations in last 12 months: $1,000-$1,499	17	6.2%	108
Spent on domestic vacations in last 12 months: $1,500-$1,999	13	4.7%	128
Spent on domestic vacations in last 12 months: $2,000-$2,999	15	5.4%	143
Spent on domestic vacations in last 12 months: $3,000+	20	7.2%	127
Domestic travel in the 12 months: used general travel website	20	7.2%	104
Foreign travel in last 3 years	67	24.3%	100
Took 3+ foreign trips by plane in last 3 years	10	3.6%	82
Spent on foreign vacations in last 12 months: <$1,000	11	4.0%	93
Spent on foreign vacations in last 12 months: $1,000-$2,999	8	2.9%	83
Spent on foreign vacations in last 12 months: $3,000+	15	5.4%	108
Foreign travel in last 3 years: used general travel website	13	4.7%	82
Nights spent in hotel/motel in last 12 months: any	136	49.3%	119
Took cruise of more than one day in last 3 years	24	8.7%	109
Member of any frequent flyer program	48	17.4%	107
Member of any hotel rewards program	49	17.8%	120

July 10, 2017