



Retail Market Potential

Fayetteville, Arkansas
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Demographic Summary		2017	2022
Population		14,324	15,621
Population 18+		12,587	13,715
Households		6,202	6,862
Median Household Income		\$26,929	\$27,354

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,933	47.1%	99
Bought any women's clothing in last 12 months	5,743	45.6%	105
Bought clothing for child <13 years in last 6 months	3,074	24.4%	89
Bought any shoes in last 12 months	6,964	55.3%	103
Bought costume jewelry in last 12 months	2,601	20.7%	108
Bought any fine jewelry in last 12 months	1,696	13.5%	75
Bought a watch in last 12 months	1,515	12.0%	79
Automobiles (Households)			
HH owns/leases any vehicle	4,923	79.4%	93
HH bought/leased new vehicle last 12 mo	352	5.7%	58
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,082	80.1%	94
Bought/changed motor oil in last 12 months	5,015	39.8%	83
Had tune-up in last 12 months	3,567	28.3%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,954	63.2%	95
Drank regular cola in last 6 months	5,491	43.6%	99
Drank beer/ale in last 6 months	5,267	41.8%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,433	27.3%	128
Own digital SLR camera/camcorder	980	7.8%	94
Printed digital photos in last 12 months	1,934	15.4%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,157	41.0%	113
Have a smartphone	9,213	73.2%	109
Have a smartphone: Android phone (any brand)	4,420	35.1%	110
Have a smartphone: Apple iPhone	4,444	35.3%	115
Number of cell phones in household: 1	2,429	39.2%	122
Number of cell phones in household: 2	2,397	38.6%	103
Number of cell phones in household: 3+	1,219	19.7%	75
HH has cell phone only (no landline telephone)	4,085	65.9%	145
Computers (Households)			
HH owns a computer	4,956	79.9%	105
HH owns desktop computer	2,432	39.2%	92
HH owns laptop/notebook	3,778	60.9%	110
HH owns any Apple/Mac brand computer	1,105	17.8%	116
HH owns any PC/non-Apple brand computer	4,153	67.0%	101
HH purchased most recent computer in a store	2,436	39.3%	105
HH purchased most recent computer online	1,054	17.0%	130
Spent <\$500 on most recent home computer	1,250	20.2%	132
Spent \$500-\$999 on most recent home computer	1,237	19.9%	109
Spent \$1,000-\$1,499 on most recent home computer	488	7.9%	86
Spent \$1,500-\$1,999 on most recent home computer	216	3.5%	82
Spent \$2,000+ on most recent home computer	200	3.2%	91

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	6,767	53.8%	108
Bought brewed coffee at convenience store in last 30 days	1,523	12.1%	78
Bought cigarettes at convenience store in last 30 days	1,497	11.9%	98
Bought gas at convenience store in last 30 days	4,825	38.3%	113
Spent at convenience store in last 30 days: <\$20	1,172	9.3%	118
Spent at convenience store in last 30 days: \$20-\$39	1,144	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	1,011	8.0%	106
Spent at convenience store in last 30 days: \$51-\$99	659	5.2%	113
Spent at convenience store in last 30 days: \$100+	2,713	21.6%	92
Entertainment (Adults)			
Attended a movie in last 6 months	8,835	70.2%	119
Went to live theater in last 12 months	2,303	18.3%	141
Went to a bar/night club in last 12 months	2,774	22.0%	131
Dined out in last 12 months	6,049	48.1%	106
Gambled at a casino in last 12 months	1,039	8.3%	60
Visited a theme park in last 12 months	2,449	19.5%	109
Viewed movie (video-on-demand) in last 30 days	1,443	11.5%	63
Viewed TV show (video-on-demand) in last 30 days	1,389	11.0%	84
Watched any pay-per-view TV in last 12 months	844	6.7%	54
Downloaded a movie over the Internet in last 30 days	1,692	13.4%	162
Downloaded any individual song in last 6 months	3,305	26.3%	124
Watched a movie online in the last 30 days	4,359	34.6%	184
Watched a TV program online in last 30 days	4,479	35.6%	210
Played a video/electronic game (console) in last 12 months	2,042	16.2%	164
Played a video/electronic game (portable) in last 12 months	676	5.4%	119
Financial (Adults)			
Have home mortgage (1st)	2,611	20.7%	68
Used ATM/cash machine in last 12 months	6,748	53.6%	108
Own any stock	1,005	8.0%	110
Own U.S. savings bond	520	4.1%	80
Own shares in mutual fund (stock)	765	6.1%	83
Own shares in mutual fund (bonds)	800	6.4%	126
Have interest checking account	2,848	22.6%	83
Have non-interest checking account	4,461	35.4%	120
Have savings account	7,729	61.4%	113
Have 401K retirement savings plan	1,730	13.7%	94
Own/used any credit/debit card in last 12 months	10,008	79.5%	105
Avg monthly credit card expenditures: <\$111	1,902	15.1%	126
Avg monthly credit card expenditures: \$111-\$225	776	6.2%	87
Avg monthly credit card expenditures: \$226-\$450	861	6.8%	104
Avg monthly credit card expenditures: \$451-\$700	646	5.1%	97
Avg monthly credit card expenditures: \$701-\$1,000	596	4.7%	102
Avg monthly credit card expenditures: \$1,001+	934	7.4%	80
Did banking online in last 12 months	5,620	44.6%	122
Did banking on mobile device in last 12 months	3,585	28.5%	164
Paid bills online in last 12 months	6,224	49.4%	110

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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	4,016	64.8%	93
Used bread in last 6 months	5,761	92.9%	99
Used chicken (fresh or frozen) in last 6 months	4,167	67.2%	97
Used turkey (fresh or frozen) in last 6 months	802	12.9%	82
Used fish/seafood (fresh or frozen) in last 6 months	3,207	51.7%	95
Used fresh fruit/vegetables in last 6 months	5,224	84.2%	97
Used fresh milk in last 6 months	5,417	87.3%	100
Used organic food in last 6 months	1,575	25.4%	123
Health (Adults)			
Exercise at home 2+ times per week	4,732	37.6%	130
Exercise at club 2+ times per week	1,887	15.0%	112
Visited a doctor in last 12 months	8,971	71.3%	94
Used vitamin/dietary supplement in last 6 months	6,393	50.8%	97
Home (Households)			
Any home improvement in last 12 months	1,213	19.6%	72
Used housekeeper/maid/professional HH cleaning service in last 12	762	12.3%	92
Purchased low ticket HH furnishings in last 12 months	971	15.7%	96
Purchased big ticket HH furnishings in last 12 months	1,346	21.7%	101
Bought any small kitchen appliance in last 12 months	1,576	25.4%	115
Bought any large kitchen appliance in last 12 months	619	10.0%	79
Insurance (Adults/Households)			
Currently carry life insurance	4,618	36.7%	85
Carry medical/hospital/accident insurance	8,142	64.7%	94
Carry homeowner insurance	3,895	30.9%	66
Carry renter's insurance	1,509	12.0%	137
Have auto insurance: 1 vehicle in household covered	2,178	35.1%	113
Have auto insurance: 2 vehicles in household covered	1,668	26.9%	94
Have auto insurance: 3+ vehicles in household covered	844	13.6%	63
Pets (Households)			
Household owns any pet	2,887	46.5%	86
Household owns any cat	1,098	17.7%	78
Household owns any dog	1,897	30.6%	74
Psychographics (Adults)			
Buying American is important to me	4,913	39.0%	94
Usually buy items on credit rather than wait	1,384	11.0%	90
Usually buy based on quality - not price	2,008	16.0%	87
Price is usually more important than brand name	3,593	28.5%	107
Usually use coupons for brands I buy often	2,149	17.1%	94
Am interested in how to help the environment	1,875	14.9%	90
Usually pay more for environ safe product	1,783	14.2%	106
Usually value green products over convenience	1,418	11.3%	104
Likely to buy a brand that supports a charity	4,283	34.0%	97
Reading (Adults)			
Bought digital book in last 12 months	1,996	15.9%	112
Bought hardcover book in last 12 months	3,413	27.1%	132
Bought paperback book in last 12 month	4,896	38.9%	130
Read any daily newspaper (paper version)	2,350	18.7%	77
Read any digital newspaper in last 30 days	5,373	42.7%	125
Read any magazine (paper/electronic version) in last 6 months	11,946	94.9%	105

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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	9,249	73.5%	98
Went to family restaurant/steak house: 4+ times a month	2,943	23.4%	85
Went to fast food/drive-in restaurant in last 6 months	11,798	93.7%	104
Went to fast food/drive-in restaurant 9+ times/mo	4,749	37.7%	96
Fast food/drive-in last 6 months: eat in	5,527	43.9%	120
Fast food/drive-in last 6 months: home delivery	1,141	9.1%	118
Fast food/drive-in last 6 months: take-out/drive-thru	5,647	44.9%	97
Fast food/drive-in last 6 months: take-out/walk-in	3,259	25.9%	128
Television & Electronics (Adults/Households)			
Own any tablet	4,167	33.1%	98
Own any e-reader	1,065	8.5%	98
Own e-reader/tablet: iPad	2,512	20.0%	97
HH has Internet connectable TV	1,097	17.7%	88
Own any portable MP3 player	4,054	32.2%	115
HH owns 1 TV	1,591	25.7%	124
HH owns 2 TVs	1,618	26.1%	100
HH owns 3 TVs	1,098	17.7%	82
HH owns 4+ TVs	657	10.6%	58
HH subscribes to cable TV	3,065	49.4%	103
HH subscribes to fiber optic	208	3.4%	42
HH owns portable GPS navigation device	1,345	21.7%	80
HH purchased video game system in last 12 mos	445	7.2%	93
HH owns Internet video device for TV	758	12.2%	110
Travel (Adults)			
Domestic travel in last 12 months	6,724	53.4%	105
Took 3+ domestic non-business trips in last 12 months	1,782	14.2%	127
Spent on domestic vacations in last 12 months: <\$1,000	2,065	16.4%	158
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	513	4.1%	71
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	434	3.4%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	591	4.7%	124
Spent on domestic vacations in last 12 months: \$3,000+	557	4.4%	77
Domestic travel in the 12 months: used general travel website	788	6.3%	89
Foreign travel in last 3 years	3,601	28.6%	118
Took 3+ foreign trips by plane in last 3 years	763	6.1%	138
Spent on foreign vacations in last 12 months: <\$1,000	674	5.4%	126
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	518	4.1%	118
Spent on foreign vacations in last 12 months: \$3,000+	618	4.9%	98
Foreign travel in last 3 years: used general travel website	1,118	8.9%	155
Nights spent in hotel/motel in last 12 months: any	5,611	44.6%	107
Took cruise of more than one day in last 3 years	951	7.6%	94
Member of any frequent flyer program	1,739	13.8%	85
Member of any hotel rewards program	1,518	12.1%	81

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Retail Market Potential

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Demographic Summary		2017	2022
Population		155,354	169,899
Population 18+		120,895	132,289
Households		60,651	66,559
Median Household Income		\$41,243	\$43,736

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	57,885	47.9%	100
Bought any women's clothing in last 12 months	53,757	44.5%	103
Bought clothing for child <13 years in last 6 months	34,852	28.8%	105
Bought any shoes in last 12 months	68,475	56.6%	105
Bought costume jewelry in last 12 months	23,947	19.8%	104
Bought any fine jewelry in last 12 months	20,331	16.8%	93
Bought a watch in last 12 months	17,204	14.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	51,961	85.7%	100
HH bought/leased new vehicle last 12 mo	5,326	8.8%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	103,300	85.4%	101
Bought/changed motor oil in last 12 months	57,152	47.3%	98
Had tune-up in last 12 months	36,152	29.9%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	79,905	66.1%	99
Drank regular cola in last 6 months	54,562	45.1%	102
Drank beer/ale in last 6 months	51,822	42.9%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	29,302	24.2%	114
Own digital SLR camera/camcorder	10,507	8.7%	104
Printed digital photos in last 12 months	17,736	14.7%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	47,433	39.2%	108
Have a smartphone	88,284	73.0%	109
Have a smartphone: Android phone (any brand)	42,861	35.5%	111
Have a smartphone: Apple iPhone	40,281	33.3%	109
Number of cell phones in household: 1	19,740	32.5%	102
Number of cell phones in household: 2	23,554	38.8%	103
Number of cell phones in household: 3+	15,184	25.0%	96
HH has cell phone only (no landline telephone)	34,666	57.2%	126
Computers (Households)			
HH owns a computer	48,316	79.7%	104
HH owns desktop computer	25,883	42.7%	100
HH owns laptop/notebook	36,749	60.6%	109
HH owns any Apple/Mac brand computer	9,822	16.2%	105
HH owns any PC/non-Apple brand computer	41,956	69.2%	104
HH purchased most recent computer in a store	23,864	39.3%	105
HH purchased most recent computer online	9,344	15.4%	118
Spent <\$500 on most recent home computer	10,727	17.7%	116
Spent \$500-\$999 on most recent home computer	11,879	19.6%	107
Spent \$1,000-\$1,499 on most recent home computer	5,661	9.3%	103
Spent \$1,500-\$1,999 on most recent home computer	2,495	4.1%	96
Spent \$2,000+ on most recent home computer	1,996	3.3%	92

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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	63,610	52.6%	106
Bought brewed coffee at convenience store in last 30 days	16,855	13.9%	89
Bought cigarettes at convenience store in last 30 days	14,793	12.2%	101
Bought gas at convenience store in last 30 days	45,551	37.7%	111
Spent at convenience store in last 30 days: <\$20	10,226	8.5%	107
Spent at convenience store in last 30 days: \$20-\$39	11,213	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	9,696	8.0%	106
Spent at convenience store in last 30 days: \$51-\$99	5,922	4.9%	105
Spent at convenience store in last 30 days: \$100+	28,777	23.8%	101
Entertainment (Adults)			
Attended a movie in last 6 months	78,570	65.0%	110
Went to live theater in last 12 months	18,729	15.5%	119
Went to a bar/night club in last 12 months	24,028	19.9%	118
Dined out in last 12 months	58,862	48.7%	108
Gambled at a casino in last 12 months	14,969	12.4%	89
Visited a theme park in last 12 months	23,139	19.1%	107
Viewed movie (video-on-demand) in last 30 days	19,923	16.5%	90
Viewed TV show (video-on-demand) in last 30 days	15,753	13.0%	99
Watched any pay-per-view TV in last 12 months	13,464	11.1%	90
Downloaded a movie over the Internet in last 30 days	13,645	11.3%	136
Downloaded any individual song in last 6 months	29,898	24.7%	117
Watched a movie online in the last 30 days	31,516	26.1%	138
Watched a TV program online in last 30 days	29,574	24.5%	144
Played a video/electronic game (console) in last 12 months	16,018	13.2%	134
Played a video/electronic game (portable) in last 12 months	6,487	5.4%	119
Financial (Adults)			
Have home mortgage (1st)	34,303	28.4%	93
Used ATM/cash machine in last 12 months	65,162	53.9%	108
Own any stock	8,813	7.3%	101
Own U.S. savings bond	5,240	4.3%	84
Own shares in mutual fund (stock)	7,999	6.6%	90
Own shares in mutual fund (bonds)	6,318	5.2%	104
Have interest checking account	31,189	25.8%	95
Have non-interest checking account	39,677	32.8%	111
Have savings account	71,000	58.7%	108
Have 401K retirement savings plan	18,437	15.3%	104
Own/used any credit/debit card in last 12 months	94,771	78.4%	104
Avg monthly credit card expenditures: <\$111	16,630	13.8%	115
Avg monthly credit card expenditures: \$111-\$225	8,338	6.9%	97
Avg monthly credit card expenditures: \$226-\$450	8,107	6.7%	102
Avg monthly credit card expenditures: \$451-\$700	5,908	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	5,468	4.5%	98
Avg monthly credit card expenditures: \$1,001+	10,135	8.4%	91
Did banking online in last 12 months	52,114	43.1%	118
Did banking on mobile device in last 12 months	29,722	24.6%	142
Paid bills online in last 12 months	61,282	50.7%	113

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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	41,744	68.8%	99
Used bread in last 6 months	57,021	94.0%	100
Used chicken (fresh or frozen) in last 6 months	42,229	69.6%	101
Used turkey (fresh or frozen) in last 6 months	8,690	14.3%	90
Used fish/seafood (fresh or frozen) in last 6 months	32,219	53.1%	97
Used fresh fruit/vegetables in last 6 months	52,570	86.7%	100
Used fresh milk in last 6 months	53,300	87.9%	101
Used organic food in last 6 months	13,540	22.3%	108
Health (Adults)			
Exercise at home 2+ times per week	39,914	33.0%	114
Exercise at club 2+ times per week	17,700	14.6%	110
Visited a doctor in last 12 months	88,546	73.2%	97
Used vitamin/dietary supplement in last 6 months	63,214	52.3%	99
Home (Households)			
Any home improvement in last 12 months	14,786	24.4%	90
Used housekeeper/maid/professional HH cleaning service in last 12	7,266	12.0%	90
Purchased low ticket HH furnishings in last 12 months	10,292	17.0%	104
Purchased big ticket HH furnishings in last 12 months	13,769	22.7%	106
Bought any small kitchen appliance in last 12 months	14,474	23.9%	108
Bought any large kitchen appliance in last 12 months	6,954	11.5%	91
Insurance (Adults/Households)			
Currently carry life insurance	49,721	41.1%	95
Carry medical/hospital/accident insurance	82,664	68.4%	99
Carry homeowner insurance	49,692	41.1%	88
Carry renter's insurance	13,938	11.5%	132
Have auto insurance: 1 vehicle in household covered	19,669	32.4%	104
Have auto insurance: 2 vehicles in household covered	17,797	29.3%	103
Have auto insurance: 3+ vehicles in household covered	11,769	19.4%	90
Pets (Households)			
Household owns any pet	31,789	52.4%	97
Household owns any cat	12,523	20.6%	92
Household owns any dog	23,191	38.2%	93
Psychographics (Adults)			
Buying American is important to me	47,492	39.3%	95
Usually buy items on credit rather than wait	13,351	11.0%	90
Usually buy based on quality - not price	20,776	17.2%	94
Price is usually more important than brand name	33,756	27.9%	105
Usually use coupons for brands I buy often	22,114	18.3%	101
Am interested in how to help the environment	19,497	16.1%	98
Usually pay more for environ safe product	16,547	13.7%	102
Usually value green products over convenience	12,569	10.4%	96
Likely to buy a brand that supports a charity	42,197	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	19,086	15.8%	111
Bought hardcover book in last 12 months	28,697	23.7%	116
Bought paperback book in last 12 month	40,004	33.1%	111
Read any daily newspaper (paper version)	23,792	19.7%	81
Read any digital newspaper in last 30 days	46,736	38.7%	113
Read any magazine (paper/electronic version) in last 6 months	112,180	92.8%	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.



Retail Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

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	92,132	76.2%	102
Went to family restaurant/steak house: 4+ times a month	32,531	26.9%	98
Went to fast food/drive-in restaurant in last 6 months	112,090	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	48,834	40.4%	103
Fast food/drive-in last 6 months: eat in	48,447	40.1%	110
Fast food/drive-in last 6 months: home delivery	10,977	9.1%	118
Fast food/drive-in last 6 months: take-out/drive-thru	59,042	48.8%	106
Fast food/drive-in last 6 months: take-out/walk-in	27,900	23.1%	114
Television & Electronics (Adults/Households)			
Own any tablet	42,626	35.3%	105
Own any e-reader	10,213	8.4%	97
Own e-reader/tablet: iPad	25,594	21.2%	103
HH has Internet connectable TV	13,092	21.6%	107
Own any portable MP3 player	37,843	31.3%	112
HH owns 1 TV	13,866	22.9%	110
HH owns 2 TVs	16,401	27.0%	104
HH owns 3 TVs	12,294	20.3%	94
HH owns 4+ TVs	9,288	15.3%	84
HH subscribes to cable TV	28,575	47.1%	99
HH subscribes to fiber optic	3,851	6.3%	79
HH owns portable GPS navigation device	15,770	26.0%	96
HH purchased video game system in last 12 mos	4,383	7.2%	94
HH owns Internet video device for TV	7,187	11.8%	107
Travel (Adults)			
Domestic travel in last 12 months	64,596	53.4%	105
Took 3+ domestic non-business trips in last 12 months	15,402	12.7%	114
Spent on domestic vacations in last 12 months: <\$1,000	15,729	13.0%	125
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,141	5.1%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,295	3.6%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,959	4.1%	108
Spent on domestic vacations in last 12 months: \$3,000+	6,205	5.1%	90
Domestic travel in the 12 months: used general travel website	8,427	7.0%	100
Foreign travel in last 3 years	31,149	25.8%	106
Took 3+ foreign trips by plane in last 3 years	5,560	4.6%	105
Spent on foreign vacations in last 12 months: <\$1,000	5,645	4.7%	109
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,473	3.7%	106
Spent on foreign vacations in last 12 months: \$3,000+	5,473	4.5%	90
Foreign travel in last 3 years: used general travel website	7,824	6.5%	113
Nights spent in hotel/motel in last 12 months: any	53,755	44.5%	107
Took cruise of more than one day in last 3 years	9,547	7.9%	99
Member of any frequent flyer program	18,924	15.7%	96
Member of any hotel rewards program	17,360	14.4%	97

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Retail Market Potential

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Demographic Summary		2017	2022
Population		254,622	280,176
Population 18+		191,998	211,291
Households		94,690	104,364
Median Household Income		\$46,449	\$50,380

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	92,576	48.2%	101
Bought any women's clothing in last 12 months	84,994	44.3%	102
Bought clothing for child <13 years in last 6 months	57,675	30.0%	109
Bought any shoes in last 12 months	108,352	56.4%	105
Bought costume jewelry in last 12 months	37,491	19.5%	102
Bought any fine jewelry in last 12 months	33,041	17.2%	95
Bought a watch in last 12 months	28,355	14.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	82,155	86.8%	102
HH bought/leased new vehicle last 12 mo	8,793	9.3%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	166,026	86.5%	102
Bought/changed motor oil in last 12 months	94,870	49.4%	102
Had tune-up in last 12 months	57,040	29.7%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	127,545	66.4%	100
Drank regular cola in last 6 months	87,907	45.8%	104
Drank beer/ale in last 6 months	81,138	42.3%	100
Cameras (Adults)			
Own digital point & shoot camera/camcorder	44,046	22.9%	108
Own digital SLR camera/camcorder	16,639	8.7%	104
Printed digital photos in last 12 months	27,462	14.3%	103
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	73,961	38.5%	106
Have a smartphone	136,923	71.3%	107
Have a smartphone: Android phone (any brand)	67,571	35.2%	110
Have a smartphone: Apple iPhone	60,894	31.7%	104
Number of cell phones in household: 1	29,064	30.7%	96
Number of cell phones in household: 2	36,697	38.8%	103
Number of cell phones in household: 3+	25,371	26.8%	103
HH has cell phone only (no landline telephone)	51,198	54.1%	119
Computers (Households)			
HH owns a computer	74,046	78.2%	103
HH owns desktop computer	40,697	43.0%	101
HH owns laptop/notebook	55,776	58.9%	106
HH owns any Apple/Mac brand computer	14,466	15.3%	99
HH owns any PC/non-Apple brand computer	64,874	68.5%	103
HH purchased most recent computer in a store	36,861	38.9%	104
HH purchased most recent computer online	13,697	14.5%	111
Spent <\$500 on most recent home computer	16,064	17.0%	111
Spent \$500-\$999 on most recent home computer	18,180	19.2%	105
Spent \$1,000-\$1,499 on most recent home computer	8,538	9.0%	99
Spent \$1,500-\$1,999 on most recent home computer	3,971	4.2%	98
Spent \$2,000+ on most recent home computer	3,184	3.4%	94

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Retail Market Potential

Fayetteville, Arkansas
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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	99,718	51.9%	104
Bought brewed coffee at convenience store in last 30 days	27,806	14.5%	93
Bought cigarettes at convenience store in last 30 days	24,214	12.6%	104
Bought gas at convenience store in last 30 days	72,416	37.7%	111
Spent at convenience store in last 30 days: <\$20	15,529	8.1%	103
Spent at convenience store in last 30 days: \$20-\$39	17,508	9.1%	100
Spent at convenience store in last 30 days: \$40-\$50	15,224	7.9%	105
Spent at convenience store in last 30 days: \$51-\$99	9,358	4.9%	105
Spent at convenience store in last 30 days: \$100+	47,191	24.6%	105
Entertainment (Adults)			
Attended a movie in last 6 months	119,823	62.4%	106
Went to live theater in last 12 months	26,989	14.1%	108
Went to a bar/night club in last 12 months	34,744	18.1%	108
Dined out in last 12 months	90,449	47.1%	104
Gambled at a casino in last 12 months	24,421	12.7%	92
Visited a theme park in last 12 months	36,545	19.0%	106
Viewed movie (video-on-demand) in last 30 days	32,236	16.8%	92
Viewed TV show (video-on-demand) in last 30 days	24,449	12.7%	97
Watched any pay-per-view TV in last 12 months	22,880	11.9%	96
Downloaded a movie over the Internet in last 30 days	19,342	10.1%	122
Downloaded any individual song in last 6 months	45,542	23.7%	112
Watched a movie online in the last 30 days	43,484	22.6%	120
Watched a TV program online in last 30 days	40,038	20.9%	123
Played a video/electronic game (console) in last 12 months	23,303	12.1%	122
Played a video/electronic game (portable) in last 12 months	9,982	5.2%	116
Financial (Adults)			
Have home mortgage (1st)	57,904	30.2%	99
Used ATM/cash machine in last 12 months	100,287	52.2%	105
Own any stock	13,371	7.0%	96
Own U.S. savings bond	8,488	4.4%	86
Own shares in mutual fund (stock)	12,730	6.6%	90
Own shares in mutual fund (bonds)	9,443	4.9%	98
Have interest checking account	50,150	26.1%	96
Have non-interest checking account	61,197	31.9%	108
Have savings account	109,402	57.0%	104
Have 401K retirement savings plan	28,893	15.0%	103
Own/used any credit/debit card in last 12 months	148,183	77.2%	102
Avg monthly credit card expenditures: <\$111	25,172	13.1%	109
Avg monthly credit card expenditures: \$111-\$225	13,483	7.0%	99
Avg monthly credit card expenditures: \$226-\$450	12,701	6.6%	100
Avg monthly credit card expenditures: \$451-\$700	9,483	4.9%	93
Avg monthly credit card expenditures: \$701-\$1,000	8,347	4.3%	94
Avg monthly credit card expenditures: \$1,001+	15,805	8.2%	89
Did banking online in last 12 months	78,858	41.1%	112
Did banking on mobile device in last 12 months	43,309	22.6%	130
Paid bills online in last 12 months	93,923	48.9%	109

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Retail Market Potential

Fayetteville, Arkansas
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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	66,656	70.4%	101
Used bread in last 6 months	89,388	94.4%	101
Used chicken (fresh or frozen) in last 6 months	66,456	70.2%	102
Used turkey (fresh or frozen) in last 6 months	14,016	14.8%	93
Used fish/seafood (fresh or frozen) in last 6 months	50,843	53.7%	98
Used fresh fruit/vegetables in last 6 months	82,400	87.0%	100
Used fresh milk in last 6 months	83,683	88.4%	101
Used organic food in last 6 months	20,349	21.5%	104
Health (Adults)			
Exercise at home 2+ times per week	60,891	31.7%	110
Exercise at club 2+ times per week	26,548	13.8%	104
Visited a doctor in last 12 months	142,361	74.1%	98
Used vitamin/dietary supplement in last 6 months	100,408	52.3%	99
Home (Households)			
Any home improvement in last 12 months	24,519	25.9%	95
Used housekeeper/maid/professional HH cleaning service in last 12	11,283	11.9%	89
Purchased low ticket HH furnishings in last 12 months	15,887	16.8%	103
Purchased big ticket HH furnishings in last 12 months	21,317	22.5%	105
Bought any small kitchen appliance in last 12 months	22,016	23.3%	105
Bought any large kitchen appliance in last 12 months	11,522	12.2%	96
Insurance (Adults/Households)			
Currently carry life insurance	81,280	42.3%	98
Carry medical/hospital/accident insurance	131,580	68.5%	99
Carry homeowner insurance	84,249	43.9%	94
Carry renter's insurance	19,992	10.4%	119
Have auto insurance: 1 vehicle in household covered	29,258	30.9%	99
Have auto insurance: 2 vehicles in household covered	28,465	30.1%	105
Have auto insurance: 3+ vehicles in household covered	20,303	21.4%	99
Pets (Households)			
Household owns any pet	51,838	54.7%	101
Household owns any cat	20,467	21.6%	96
Household owns any dog	39,391	41.6%	101
Psychographics (Adults)			
Buying American is important to me	77,590	40.4%	97
Usually buy items on credit rather than wait	21,662	11.3%	92
Usually buy based on quality - not price	33,511	17.5%	95
Price is usually more important than brand name	53,669	28.0%	105
Usually use coupons for brands I buy often	35,315	18.4%	101
Am interested in how to help the environment	31,606	16.5%	100
Usually pay more for environ safe product	25,979	13.5%	101
Usually value green products over convenience	20,015	10.4%	96
Likely to buy a brand that supports a charity	67,186	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	29,210	15.2%	107
Bought hardcover book in last 12 months	42,490	22.1%	108
Bought paperback book in last 12 month	60,677	31.6%	106
Read any daily newspaper (paper version)	38,073	19.8%	82
Read any digital newspaper in last 30 days	69,400	36.1%	106
Read any magazine (paper/electronic version) in last 6 months	175,992	91.7%	101

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Fayetteville, Arkansas
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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	146,986	76.6%	102
Went to family restaurant/steak house: 4+ times a month	52,761	27.5%	100
Went to fast food/drive-in restaurant in last 6 months	177,516	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	78,435	40.9%	104
Fast food/drive-in last 6 months: eat in	76,657	39.9%	109
Fast food/drive-in last 6 months: home delivery	16,711	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	93,824	48.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	41,597	21.7%	107
Television & Electronics (Adults/Households)			
Own any tablet	66,060	34.4%	102
Own any e-reader	15,758	8.2%	95
Own e-reader/tablet: iPad	39,916	20.8%	101
HH has Internet connectable TV	20,590	21.7%	108
Own any portable MP3 player	58,067	30.2%	108
HH owns 1 TV	20,207	21.3%	103
HH owns 2 TVs	25,156	26.6%	102
HH owns 3 TVs	20,072	21.2%	98
HH owns 4+ TVs	16,286	17.2%	94
HH subscribes to cable TV	42,000	44.4%	93
HH subscribes to fiber optic	6,340	6.7%	84
HH owns portable GPS navigation device	25,237	26.7%	98
HH purchased video game system in last 12 mos	6,824	7.2%	93
HH owns Internet video device for TV	11,072	11.7%	106
Travel (Adults)			
Domestic travel in last 12 months	100,583	52.4%	103
Took 3+ domestic non-business trips in last 12 months	23,081	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	23,076	12.0%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10,021	5.2%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,930	3.6%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,466	3.9%	102
Spent on domestic vacations in last 12 months: \$3,000+	9,982	5.2%	91
Domestic travel in the 12 months: used general travel website	13,115	6.8%	98
Foreign travel in last 3 years	46,885	24.4%	101
Took 3+ foreign trips by plane in last 3 years	8,027	4.2%	95
Spent on foreign vacations in last 12 months: <\$1,000	8,486	4.4%	104
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6,694	3.5%	100
Spent on foreign vacations in last 12 months: \$3,000+	8,479	4.4%	88
Foreign travel in last 3 years: used general travel website	11,429	6.0%	104
Nights spent in hotel/motel in last 12 months: any	82,967	43.2%	104
Took cruise of more than one day in last 3 years	14,962	7.8%	97
Member of any frequent flyer program	29,110	15.2%	93
Member of any hotel rewards program	27,797	14.5%	98

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