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Retail Market Potential

7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 1 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

Demographic Summary	2023	2028
Population	11,400	11,250
Population 18+	7,241	7,097
Households	3,539	3,511
Median Household Income	\$107,585	\$120,505

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)	Addits of fills	Addits/IIIIs	PIFI
Bought Men's Clothing/12 Mo	4,665	64.4%	105
Bought Women's Clothing/12 Mo	3,756	51.9%	100
Bought Women's Clothing/12 Pio	5,613	77.5%	104
Bought Shoes/12 Mo	3,013	77.570	104
Bought Fine Jewelry/12 Mo	1,665	23.0%	112
Bought Watch/12 Mo	1,142	15.8%	114
Automobiles (Households)			
HH Owns or Leases Any Vehicle	3,405	96.2%	105
HH Bought or Leased New Vehicle/12 Mo	420	11.9%	117
This bought of Leased New Vehicle/12 Pio	720	11.570	117
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	6,754	93.3%	103
Bought or Changed Motor Oil/12 Mo	3,990	55.1%	107
Had Vehicle Tune-Up/12 Mo	1,869	25.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	2,997	41.4%	112
Drank Beer or Ale/6 Mo	2,878	39.7%	100
Drank beer of Aleyo Ho	2,070	33.7 70	100
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	685	9.5%	86
Own Digital SLR Camera or Camcorder	790	10.9%	101
Printed Digital Photos/12 Mo	2,036	28.1%	104
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	2,715	37.5%	107
Have a Smartphone	6,930	95.7%	102
Have Android Phone (Any Brand) Smartphone	2,572	35.5%	92
Have Apple iPhone Smartphone	4,539	62.7%	111
HH Owns 1 Cell Phone	801	22.6%	74
HH Owns 2 Cell Phones	1,308	37.0%	95
HH Owns 3+ Cell Phones	1,398	39.5%	137
HH Has Cell Phone Only (No Landline Telephone)	2,696	76.2%	111
Const. (III)			
Computers (Households)	2 171	90.60/	105
HH Owns Computer	3,171	89.6%	105
HH Owns Desktop Computer	1,522	43.0%	107
HH Owns Laptop or Notebook	2,623	74.1%	105
HH Owns Apple/Mac Brand Computer	963	27.2%	112
HH Owns PC/Non-Apple Brand Computer	2,643	74.7%	105
HH Purchased Most Recent Home Computer at Store	1,509	42.6%	109
HH Purchased Most Recent Home Computer Online	1,015	28.7%	104
HH Spent \$1-499 on Most Recent Home Computer	594	16.8%	106
HH Spent \$500-999 on Most Recent Home Computer	786 471	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	471 173	13.3% 4.9%	110 106
HH Spent \$1500-1999 on Most Recent Home Computer	214	4.9% 6.0%	112
HH Spent \$2K+ on Most Recent Home Computer	214	0.0%	112

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MP
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	4,844	66.9%	105
Bought Brewed Coffee at C-Store/30 Days	731	10.1%	84
Bought Cigarettes at C-Store/30 Days	374	5.2%	85
Bought Gas at C-Store/30 Days	3,041	42.0%	107
Spent \$1-19 at C-Store/30 Days	513	7.1%	96
Spent \$20-39 at C-Store/30 Days	837	11.6%	117
Spent \$40-50 at C-Store/30 Days	584	8.1%	104
Spent \$51-99 at C-Store/30 Days	444	6.1%	100
Spent \$100+ at C-Store/30 Days	1,602	22.1%	106
Entertainment (Adults)			
Attended Movie/6 Mo	2,895	40.0%	10
Went to Live Theater/12 Mo	454	6.3%	9
Went to Bar or Night Club/12 Mo	1,261	17.4%	10
Dined Out/12 Mo	3,922	54.2%	10-
Gambled at Casino/12 Mo	902	12.5%	11
Visited Theme Park/12 Mo	999	13.8%	11
Viewed Movie (Video-on-Demand)/30 Days	738	10.2%	9
Viewed TV Show (Video-on-Demand)/30 Days	596	8.2%	10
Used Internet to Download Movie/30 Days	444	6.1%	10
Downloaded Individual Song/6 Mo	1,764	24.4%	12
Used Internet to Watch Movie/30 Days	2,816	38.9%	11
Used Internet to Watch TV Program/30 Days	1,648	22.8%	10
Played (Console) Video or Electronic Game/12 Mo	1,115	15.4%	12
Played (Portable) Video or Electronic Game/12 Mo	590	8.1%	12
Financial (Adults)			
Have 1st Home Mortgage	3,456	47.7%	12
Used ATM or Cash Machine/12 Mo	4,711	65.1%	10
Own Any Stock	948	13.1%	8
Own U.S. Savings Bonds	408	5.6%	7
Own Shares in Mutual Fund (Stocks)	897	12.4%	9
Own Shares in Mutual Fund (Bonds)	531	7.3%	8
Have Interest Checking Account	2,667	36.8%	9
Have Non-Interest Checking Account	2,826	39.0%	10
Have Savings Account	5,606	77.4%	10
Have 401(k) Retirement Savings Plan	2,113	29.2%	12
Own or Used Any Credit/Debit Card/12 Mo	6,847	94.6%	10
Avg \$1-110 Monthly Credit Card Expenditures	837	11.6%	10
Avg \$111-225 Monthly Credit Card Expenditures	626	8.6%	11
Avg \$226-450 Monthly Credit Card Expenditures	691	9.5%	10
Avg \$451-700 Monthly Credit Card Expenditures	631	8.7%	9
Avg \$701-1000 Monthly Credit Card Expenditures	642	8.9%	10
Avg \$1001-2000 Monthly Credit Card Expenditures Avg \$1001-2000 Monthly Credit Card Expenditures	845	11.7%	9
Avg \$2001+ Monthly Credit Card Expenditures	745	10.3%	9
			10
Did Banking Online/12 Mo	4,574	63.2%	
Did Banking by Mobile Device/12 Mo	4,071	56.2%	11

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP
Grocery (Adults)			
HH Used Bread/6 Mo	3,343	94.5%	10
HH Used Chicken (Fresh or Frozen)/6 Mo	2,577	72.8%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	470	13.3%	91
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,146	60.6%	10
HH Used Fresh Fruit or Vegetables/6 Mo	3,140	88.7%	10
HH Used Fresh Milk/6 Mo	2,879	81.4%	9
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,146	60.6%	9
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,556	49.1%	10
Exercise at Club 2+ Times/Wk	1,006	13.9%	11
Visited Doctor/12 Mo	5,784	79.9%	10
Used Vitamins or Dietary Supplements/6 Mo	4,878	67.4%	10
osca vicanimo di Bietary Supplemento, e l'ilo	1,070	071170	10
Home (Households)			
HH Did Home Improvement/12 Mo	1,453	41.1%	10
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,097	31.0%	10
HH Purchased Low Ticket HH Furnishing/12 Mo	888	25.1%	10
HH Purchased Big Ticket HH Furnishing/12 Mo	1,069	30.2%	10
HH Bought Small Kitchen Appliance/12 Mo	1,006	28.4%	10
HH Bought Large Kitchen Appliance/12 Mo	670	18.9%	11
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,154	57.4%	11
Personally Carry Any Med/Hosp/Accident Insur	6,177	85.3%	10
Homeowner Carries Home/Personal Property Insurance	4,644	64.1%	10
Renter Carries Home/Pers Property Insurance	915	12.6%	10
HH Has 1 Vehicle Covered w/Auto Insurance	940	26.6%	
·			1.7
HH Has 2 Vehicles Covered w/Auto Insurance	1,408	39.8%	12
HH Has 3+ Vehicles Covered w/Auto Insurance	953	26.9%	10
Pets (Households)			
HH Owns Cat	640	18.1%	7
HH Owns Dog	1,596	45.1%	11
Psychographics (Adults) Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,389	19.2%	10
Buying American Is Important: 4-Agr Cmpl	2,111	29.2%	9
, ,	,		9
Buy Based on Quality Not Price: 4-Agr Cmpl	1,055	14.6%	
Buy on Credit Rather Than Wait: 4-Agr Cmpl	924	12.8%	10
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	773	10.7%	9
Will Pay More for Env Safe Prods: 4-Agr Cmpl	855	11.8%	S
Buy Based on Price Not Brands: 4-Agr Cmpl	2,005	27.7%	10
Am Interested in How to Help Env: 4-Agr Cmpl	1,389	19.2%	10
Reading (Adults)			
Bought Digital Book/12 Mo	1,411	19.5%	10
Bought Hardcover Book/12 Mo	1,980	27.3%	10
Bought Paperback Book/12 Mo			
, , , , , , , , , , , , , , , , , , ,	2,494	34.4%	10
Read Daily Newspaper (Paper Version)	686	9.5%	6
Read Digital Newspaper/30 Days	3,678	50.8%	10
Read Magazine (Paper/Electronic Vers)/6 Mo	6,316	87.2%	10

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Nemat to Family Restrnt/SteakHse/6 Mo		Expected Number of	Percent of	
Went to Family Restrnt/SteakHse/6 Mo	•	Adults or HHs	Adults/HHs	MP
Went to Family Restrut/Steakhse 4+ Times/30 Days	• •			
Went to Fast Food/Drive-In Restaurant/6 Mo	• • •			107
Went to Fast Food/Drive-In Rest 9+ Times/30 Days 1,942 26.8% 1	Went to Family Restrnt/SteakHse 4+ Times/30 Days	•		108
Ordered Eat-In Fast Food/6 Mo 1,942 26.8% 1 Ordered Home Delivery Fast Food/6 Mo 1,209 16.7% 1 Take-Out/Prive-Thru/Curbside Fast Food/6 Mo 1,708 23.6% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 1,708 23.6% 1 Take-Out/Walk-In Fast Food/6 Mo 1,708 23.6% 1 Take-Out/Walk-In Fast Food/6 Mo 1,708 23.6% 1 Total Call Call Call Call Call Call Call C	Went to Fast Food/Drive-In Restaurant/6 Mo	6,813	94.1%	104
Ordered Home Delivery Fast Food/6 Mo 1,209 16.7% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 4,602 63.6% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 1,708 23.6% 1 Television & Electronics (Adults/Households) Own Tablet 4,530 62.6% 1 Own E-Reader/Tablet: Apple IPad 3,021 41.7% 1 HH Owns Internet Connectable TV 1,686 47.6% 1 Own Per-Reader/Tablet: Apple IPad 3,021 41.7% 1 HH Owns Internet Connectable TV 1,686 47.6% 1 Own Portable Mp3 Player 737 10.2% 1 HH Owns 1 TV 866 24.4% 1 HH Owns 2 TVS 865 24.4% 1 HH Owns 2 TVS 864 24.4% 1 HH Subscribes to Cable TV 969 27.4% 1 HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% 1 HH Owns Portable	Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,319	45.8%	118
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo Ordered Take-Out/Walk-In Fast Food/6 Mo 1,708 23.6% 1 Pelevision & Electronics (Adults/Households) Own Tablet Own FeReader Own E-Reader/Tablet: Apple iPad 3,021 41.7% 11,686 47.6% 11,708 0wn Fortable Mp3 Player 10,000 0wn Fortable Mp3 Player 11,686 11,64% 11,000 11	Ordered Eat-In Fast Food/6 Mo			13
Pelevision & Electronics (Adults/Households) Own Tablet	Ordered Home Delivery Fast Food/6 Mo	•	16.7%	12
Celevision & Electronics (Adults/Households)	Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,602	63.6%	10
Own Tablet 4,530 62.6% 1 Own E-Reader 929 12.8% Own E-Reader/Tablet: Apple iPad 3,021 41.7% 1 HH Owns Internet Connectable TV 1,686 47.6% 1 Own Portable MP3 Player 737 10.2% HH Owns 1 TV 581 16.4% HH Owns 2 TVS 865 24.4% HH Owns 3 TVS 864 24.4% HH Owns 2 TVS 864 24.4% HH Owns 2 TVS 969 27.4% 1 HH Subscribes to Cable TV 987 27.9% HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Internet Video Bame System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Travel (Adults) Took Domestic Video Device for TV 2,052 58.0% 1 Took Domestic Video Device for TV 1,055 14.6% 1 Took Domestic Video Device for TV 1,055 14.	Ordered Take-Out/Walk-In Fast Food/6 Mo	1,708	23.6%	10
Own E-Reader 929 12.8% Own E-Reader/Tablet: Apple iPad 3,021 41.7% 1 HH Owns Internet Connectable TV 1,686 47.6% 1 Own Portable MP3 Player 737 10.2% HH Owns 1 TV 861 16.4% HH Owns 2 TVs 865 24.4% HH Owns 3 TVS 864 24.4% 1 HH Subscribes to Cable TV 969 27.4% 1 HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% 1 HH Owns Portable GPS Device 652 18.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 IFravel (Adults) Trook Domestic Trip in Continental U.S./12 Mo 4,162 57.5% 1 Town Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1.500-1999 on Domestic Vacations/12 Mo 1,055 14.6% 1 Spent \$1.500-1999 on Domestic Vacations/12 Mo 289	Television & Electronics (Adults/Households)			
Own E-Reader/Tablet: Apple iPad 3,021 41.7% 1 HH Owns Internet Connectable TV 1,686 47.6% 1 Own Portable MP3 Player 737 10.2% 1 HH Owns 1 TV 581 16.4% 1 HH Owns 2 TVs 865 24.4% 1 HH Owns 3 TVs 864 24.4% 1 HH Subscribes to Cable TV 987 27.9% HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Fortable GPS Device 652 18.4% 1 HH Owns Internet Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Travel (Adults) Trav	Own Tablet	4,530	62.6%	10
HH Owns Internet Connectable TV 1,686 47.6% 10 Own Portable MP3 Player 737 10.2% 10.	Own E-Reader	929	12.8%	8
Own Portable MP3 Player 737 10.2% HH Owns 1 TV 581 16.4% HH Owns 2 TVs 865 24.4% HH Owns 3 TVs 864 24.4% 1 HH Owns 4+ TVs 969 27.4% 1 HH Subscribes to Cable TV 987 27.9% 1 HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% 1 HH Purchased Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 1Fravel (Adults) 7 7 1 Took Domestic Video Game System/12 Mo 4,162 57.5% 1 1 Took 3+ Domestic Video Game System/12 Mo 1,055 14.6% 1 1 Took 3+ Domestic Video Game System/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$3K+ on Domestic Vacations	Own E-Reader/Tablet: Apple iPad	3,021	41.7%	11
HH Owns 1 TV	HH Owns Internet Connectable TV	1,686	47.6%	11
HH Owns 2 TVS 864 24.4% 1 HH Owns 3 TVS 864 24.4% 1 HH Owns 4 TVS 969 27.4% 1 HH Subscribes to Cable TV 987 27.9% 1 HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% 1 HH Purchased Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo 1,055 14.6% 1 Took 3 + Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1.999 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1.500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2.4-2999 on Domestic Vacations/12 Mo 391 4.9% 1 Spent \$2.8-2999 on Domestic Vacations/12 Mo 392 4.0% 1 Spent \$3.8-4 on Domestic Vacations/12 Mo 398 6.9% 1 Used Intrnt Travel Site for Domestic Vacations/12 Mo 498 6.9% 1 Took Spent \$3.8-4 on Domestic Vacations/12 Mo 498 6.9% 1 Took Travel Site for Domestic Vacations/12 Mo 399 4.0% 1 Spent \$3.8-4 on Domestic Vacations/12 Mo 398 6.9% 1 Took Foreign Trip (Inc) Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3 + Foreign Trips by Plane/3 Yrs 666 9.2% 1 Took 3 + Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1.8-999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-4 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-4 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3.8-6 on Foreign Vacations/	Own Portable MP3 Player	737	10.2%	9
HH Owns 3 TVs	HH Owns 1 TV	581	16.4%	9
HH Owns 4+ TVs 969 27.4% 1 HH Subscribes to Cable TV 987 27.9% HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% HH Purchased Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo 4,162 57.5% 1 Took 3+ Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 590 1 Spent \$1-999 on Domestic Vacations/12 Mo 590 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 389 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$2H-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-998 on Foreign Vacations/12 Mo 34,96 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 11.7%	HH Owns 2 TVs	865	24.4%	8
HH Subscribes to Cable TV 987 27.9% HH Subscribes to Fiber Optic TV 201 5.7% 1 HH Owns Portable GPS Device 652 18.4% HH Purchased Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$18-1499 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 388 6.9% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1-999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-990 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-990 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1-990 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 34,96 48.3% 1 Spent Night at Hotel or Motel/12 Mo 34,96 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	HH Owns 3 TVs	864	24.4%	10
HH Subscribes to Fiber Optic TV HH Owns Portable GPS Device 652 18.4% HH Purchased Video Game System/12 Mo 333 9.4% 1 HOwns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo 1,055 14.6% 15 Domestic Non-Business Trips/12 Mo 1,055 14.6% 15 Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 15 Spent \$1K-1499 on Domestic Vacations/12 Mo 15 Spent \$1500-1999 on Domestic Vacations/12 Mo 15 Spent \$2K-2999 on Domestic Vacations/12 Mo 15 Spent \$2K-2999 on Domestic Vacations/12 Mo 15 Spent \$3K+ on Domestic Vacations/12 Mo 16 Spent \$3K+ on Domestic Vacations/12 Mo 17 Spent \$1Fort System	HH Owns 4+ TVs	969	27.4%	12
HH Owns Portable GPS Device HH Purchased Video Game System/12 Mo HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo Took 3+ Domestic Non-Business Trips/12 Mo Spent \$1-999 on Domestic Vacations/12 Mo Spent \$11-999 on Domestic Vacations/12 Mo Spent \$1500-1999 on Domestic Vacations/12 Mo Spent \$1500-1999 on Domestic Vacations/12 Mo Spent \$2K-2999 on Domestic Vacations/12 Mo Spent \$3K+ on Domestic Vacations/12 Mo Spent \$1F00 A18ak & Hawaii)/3 Yrs Spent \$1-999 on Foreign Vacations/12 Mo Spent \$1-999 on Foreign	HH Subscribes to Cable TV	987	27.9%	8
HH Purchased Video Game System/12 Mo 333 9.4% 1 HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults) Took Domestic Trip in Continental U.S./12 Mo 4,162 57.5% 1 Took 3+ Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 389 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$1K-2999 on Foreign Vacat	HH Subscribes to Fiber Optic TV	201	5.7%	10
### HH Owns Internet Video Device for TV 2,052 58.0% 1 Fravel (Adults)	HH Owns Portable GPS Device	652	18.4%	8
Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 4,162 57.5% 1 Took 3+ Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 317 4.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	HH Purchased Video Game System/12 Mo	333	9.4%	11
Took Domestic Trip in Continental U.S./12 Mo 4,162 57.5% 1 Took 3+ Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day	HH Owns Internet Video Device for TV	2,052	58.0%	11
Took 3+ Domestic Non-Business Trips/12 Mo 1,055 14.6% 1 Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program	Travel (Adults)			
Spent \$1-999 on Domestic Vacations/12 Mo 1,057 14.6% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Took Domestic Trip in Continental U.S./12 Mo	4,162	57.5%	10
Spent \$1K-1499 on Domestic Vacations/12 Mo 597 8.2% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Took 3+ Domestic Non-Business Trips/12 Mo	1,055	14.6%	10
Spent \$1500-1999 on Domestic Vacations/12 Mo 312 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$1-999 on Domestic Vacations/12 Mo	1,057	14.6%	10
Spent \$2K-2999 on Domestic Vacations/12 Mo 289 4.0% 1 Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$1K-1499 on Domestic Vacations/12 Mo	597	8.2%	12
Spent \$3K+ on Domestic Vacations/12 Mo 498 6.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$1500-1999 on Domestic Vacations/12 Mo	312	4.3%	11
Used Intrnt Travel Site for Domestic Trip/12 Mo 472 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$2K-2999 on Domestic Vacations/12 Mo	289	4.0%	10
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 2,766 38.2% 1 Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$3K+ on Domestic Vacations/12 Mo	498	6.9%	10
Took 3+ Foreign Trips by Plane/3 Yrs 666 9.2% 1 Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Used Intrnt Travel Site for Domestic Trip/12 Mo	472	6.5%	11
Spent \$1-999 on Foreign Vacations/12 Mo 606 8.4% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,766	38.2%	11
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 317 4.4% 1 Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Took 3+ Foreign Trips by Plane/3 Yrs	666	9.2%	12
Spent \$3K+ on Foreign Vacations/12 Mo 279 3.9% Used General Travel Site: Foreign Trip/3 Yrs 571 7.9% 1 Spent Night at Hotel or Motel/12 Mo 3,496 48.3% 1 Took Cruise of More Than One Day/3 Yrs 850 11.7% 1 Member of Frequent Flyer Program 2,289 31.6% 1	Spent \$1-999 on Foreign Vacations/12 Mo	606	8.4%	10
Used General Travel Site: Foreign Trip/3 Yrs5717.9%1Spent Night at Hotel or Motel/12 Mo3,49648.3%1Took Cruise of More Than One Day/3 Yrs85011.7%1Member of Frequent Flyer Program2,28931.6%1	Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	317	4.4%	14
Spent Night at Hotel or Motel/12 Mo3,49648.3%1Took Cruise of More Than One Day/3 Yrs85011.7%1Member of Frequent Flyer Program2,28931.6%1	Spent \$3K+ on Foreign Vacations/12 Mo	279	3.9%	g
Took Cruise of More Than One Day/3 Yrs85011.7%1Member of Frequent Flyer Program2,28931.6%1	Used General Travel Site: Foreign Trip/3 Yrs	571	7.9%	12
Member of Frequent Flyer Program 2,289 31.6% 1	Spent Night at Hotel or Motel/12 Mo	3,496	48.3%	10
	Took Cruise of More Than One Day/3 Yrs	850	11.7%	11
Member of Hotel Rewards Program 2,264 31.3% 1	Member of Frequent Flyer Program	2,289	31.6%	11
	Member of Hotel Rewards Program	2,264	31.3%	10

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Retail Market Potential

7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 3 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

Demographic Summary	2023	2028
Population	85,309	88,698
Population 18+	58,619	60,808
Households	26,437	27,662
Median Household Income	\$116,083	\$129,249

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)	Addits of fills	Addits/ IIIIs	PIFI
Bought Men's Clothing/12 Mo	37.430	63.9%	104
Bought Women's Clothing/12 Mo	30,431	51.9%	100
Bought Shoes/12 Mo	45,023	76.8%	103
Bought Shoes/12 No	43,023	70.870	105
Bought Fine Jewelry/12 Mo	13,042	22.2%	109
Bought Watch/12 Mo	8,939	15.2%	110
	-,		
Automobiles (Households)			
HH Owns or Leases Any Vehicle	25,433	96.2%	105
HH Bought or Leased New Vehicle/12 Mo	3,342	12.6%	125
· ·			
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	55,127	94.0%	104
Bought or Changed Motor Oil/12 Mo	31,438	53.6%	104
Had Vehicle Tune-Up/12 Mo	15,118	25.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	22,089	37.7%	102
Drank Beer or Ale/6 Mo	23,837	40.7%	102
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	6,099	10.4%	95
Own Digital SLR Camera or Camcorder	6,844	11.7%	108
Printed Digital Photos/12 Mo	17,108	29.2%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	20,917	35.7%	102
Have a Smartphone	56,114	95.7%	102
Have Android Phone (Any Brand) Smartphone	19,607	33.4%	87
Have Apple iPhone Smartphone	37,779	64.4%	114
HH Owns 1 Cell Phone	6,245	23.6%	77
HH Owns 2 Cell Phones	10,327	39.1%	100
HH Owns 3+ Cell Phones	9,611	36.4%	126
HH Has Cell Phone Only (No Landline Telephone)	19,466	73.6%	108
Computers (Households)	2.422.4		
HH Owns Computer	24,024	90.9%	106
HH Owns Desktop Computer	11,492	43.5%	109
HH Owns Laptop or Notebook	19,925	75.4%	107
HH Owns Apple/Mac Brand Computer	7,553	28.6%	118
HH Owns PC/Non-Apple Brand Computer	19,698	74.5%	105
HH Purchased Most Recent Home Computer at Store	11,367	43.0%	110
HH Purchased Most Recent Home Computer Online	7,768	29.4%	107
HH Spent \$1-499 on Most Recent Home Computer	4,176	15.8%	100
HH Spent \$500-999 on Most Recent Home Computer	6,076	23.0%	113
HH Spent \$1K-1499 on Most Recent Home Computer	3,554	13.4%	111
HH Spent \$1500-1999 on Most Recent Home Computer	1,300	4.9%	107
HH Spent \$2K+ on Most Recent Home Computer	1,779	6.7%	125

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 3 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	37,801	64.5%	101
Bought Brewed Coffee at C-Store/30 Days	6,036	10.3%	85
Bought Cigarettes at C-Store/30 Days	2,668	4.6%	75
Bought Gas at C-Store/30 Days	23,650	40.3%	102
Spent \$1-19 at C-Store/30 Days	4,197	7.2%	97
Spent \$20-39 at C-Store/30 Days	6,422	11.0%	111
Spent \$40-50 at C-Store/30 Days	4,324	7.4%	95
Spent \$51-99 at C-Store/30 Days	3,543	6.0%	99
Spent \$100+ at C-Store/30 Days	12,163	20.7%	99
Entertainment (Adults)			
Attended Movie/6 Mo	23,309	39.8%	108
Went to Live Theater/12 Mo	4,112	7.0%	103
Went to Bar or Night Club/12 Mo	10,326	17.6%	108
Dined Out/12 Mo	32,774	55.9%	107
Gambled at Casino/12 Mo	6,764	11.5%	108
Visited Theme Park/12 Mo	7,763	13.2%	114
Viewed Movie (Video-on-Demand)/30 Days	6,767	11.5%	104
Viewed TV Show (Video-on-Demand)/30 Days	5,305	9.0%	119
Used Internet to Download Movie/30 Days	3,853	6.6%	109
Downloaded Individual Song/6 Mo	13,574	23.2%	115
Used Internet to Watch Movie/30 Days	21,994	37.5%	110
Used Internet to Watch TV Program/30 Days	13,572	23.2%	104
Played (Console) Video or Electronic Game/12 Mo	8,147	13.9%	108
Played (Portable) Video or Electronic Game/12 Mo	4,263	7.3%	110
Financial (Adults)			
Have 1st Home Mortgage	27,611	47.1%	124
Used ATM or Cash Machine/12 Mo	38,050	64.9%	103
Own Any Stock	9,427	16.1%	107
Own U.S. Savings Bonds	4,186	7.1%	100
Own Shares in Mutual Fund (Stocks)	8,835	15.1%	110
Own Shares in Mutual Fund (Bonds)	5,357	9.1%	107
Have Interest Checking Account	23,760	40.5%	103
Have Non-Interest Checking Account	22,800	38.9%	102
Have Savings Account	46,006	78.5%	106
Have 401(k) Retirement Savings Plan	16,703	28.5%	117
Own or Used Any Credit/Debit Card/12 Mo	55,753	95.1%	102
Avg \$1-110 Monthly Credit Card Expenditures	6,234	10.6%	93
Avg \$111-225 Monthly Credit Card Expenditures	4,886	8.3%	109
Avg \$226-450 Monthly Credit Card Expenditures	5,318	9.1%	98
Avg \$451-700 Monthly Credit Card Expenditures	5,617	9.6%	104
Avg \$701-1000 Monthly Credit Card Expenditures	5,306	9.1%	111
Avg \$1001-2000 Monthly Credit Card Expenditures	7,372	12.6%	10
Avg \$2001+ Monthly Credit Card Expenditures	7,802	13.3%	12:
Did Banking Online/12 Mo	37,654	64.2%	109

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 3 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

December 14, 2023

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP:
Grocery (Adults)			
HH Used Bread/6 Mo	25,091	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	19,191	72.6%	10
HH Used Turkey (Fresh or Frozen)/6 Mo	3,775	14.3%	9
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,248	61.5%	10
HH Used Fresh Fruit or Vegetables/6 Mo	23,615	89.3%	10
HH Used Fresh Milk/6 Mo	21,650	81.9%	9
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,248	61.5%	10
Health (Adults)			
Exercise at Home 2+ Times/Wk	30,012	51.2%	10
Exercise at Club 2+ Times/Wk	8,163	13.9%	11
Visited Doctor/12 Mo	47,630	81.3%	10
Used Vitamins or Dietary Supplements/6 Mo	40,035	68.3%	10
Home (Households) HH Did Home Improvement/12 Mo	11,353	42.9%	10
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	9,179	34.7%	11
HH Purchased Low Ticket HH Furnishing/12 Mo	6,575	24.9%	10
HH Purchased Big Ticket HH Furnishing/12 Mo	7,984	30.2%	10
HH Bought Small Kitchen Appliance/12 Mo	7,449	28.2%	10
HH Bought Large Kitchen Appliance/12 Mo	4,917	18.6%	11
Insurance (Adults/Households)			
Currently Carry Life Insurance	33,281	56.8%	11
Personally Carry Any Med/Hosp/Accident Insur	50,957	86.9%	10
Homeowner Carries Home/Personal Property Insurance	39,530	67.4%	10
Renter Carries Home/Pers Property Insurance	6,909	11.8%	9
HH Has 1 Vehicle Covered w/Auto Insurance	7,068	26.7%	8
HH Has 2 Vehicles Covered w/Auto Insurance	10,458	39.6%	12
•	•		
HH Has 3+ Vehicles Covered w/Auto Insurance	7,261	27.5%	10
Pets (Households)			
HH Owns Cat	4,942	18.7%	8
HH Owns Dog	11,505	43.5%	11
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	11,356	19.4%	10
Buying American Is Important: 4-Agr Cmpl	17,801	30.4%	ç
Buy Based on Quality Not Price: 4-Agr Cmpl	8,624	14.7%	g
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,479	12.8%	10
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,383	10.9%	9
Will Pay More for Env Safe Prods: 4-Agr Cmpl	6,832	11.7%	9
Buy Based on Price Not Brands: 4-Agr Cmpl	15,625	26.7%	9
Am Interested in How to Help Env: 4-Agr Cmpl	11,356	19.4%	10
Reading (Adults)			
Bought Digital Book/12 Mo	11,926	20.3%	10
	16,370	27.9%	10
Bought Hardcover Book/12 Mo		34.8%	10
·	2U.3/1		
Bought Paperback Book/12 Mo	20,371 6.631		
·	6,631 31,056	11.3% 53.0%	7

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 3 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

		Expected Number of	Percent of	
Went to Family Restrnt/SteakHse/6 Mo	•	Adults or HHs	Adults/HHs	MP:
Went to Family Restrnty/SteakHise 4+ Times/30 Days	Restaurants (Adults)			
Went to Fast Food/Drive-In Restaurant/6 Mo	Went to Family Restrnt/SteakHse/6 Mo	41,237	70.3%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	Went to Family Restrnt/SteakHse 4+ Times/30 Days	13,179	22.5%	109
Ordered Eat-In Fast Food/6 Mo 14,643 25.0% 1 Ordered Home Delivery Fast Food/6 Mo 8,885 15.2% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 13,908 23,7% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 13,908 23,7% 1 Television & Electronics (Adults/Households) Own E-Reader 8,492 14.5% 1 Own E-Reader 8,492 14.5% 1 Own E-Reader/Tablet: Apple iPad 25,765 44.0% 1 HH Owns Internet Connectable TV 12,657 47.9% 1 Own Portable MP3 Player 6,184 10.5% 1 HH Owns 1 TV 4,244 16.1% 1 HH Owns 2 TVs 6,564 25.2% 1 HH Owns 3 TVs 6,503 24.6% 1 HH Owns 3 TVs 1,541 5.8% 1 HH Subscribes to Cable TV 8,447 32.0% 1 HH Subscribes to Cable TV 1,541 5.8% 1 HH Purchased Video Device for TV	Went to Fast Food/Drive-In Restaurant/6 Mo	54,469	92.9%	10
Ordered Home Delivery Fast Food/6 Mo 36,657 62.5% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 36,657 62.5% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 13,908 23.7% 1 Television & Electronics (Adults/Households) Own Tablet 37,377 63.8% 1 Own E-Reader 8,492 14.5% 1 HOwn E-Reader Jablet: Apple IPad 25,765 44.0% 1 HH Owns Internet Connectable TV 12,657 47.9% 1 Own Portable MP3 Player 6,184 10.5% 1 HH Owns 1 TV 4,244 16.1% 1 HH Owns 2 TVS 6,664 25.2% 1 HH Owns 3 TVS 6,664 25.2% 1 HH Owns 4 TVS 7,270 27.5% 1 HH Subscribes to Ebel TV 8,447 32.0% 1 HH Subscribes to Fiber Optic TV 1,541 5.8% 1 HH Owns Portable GPS Device 5,258 19,9% HH Purchased Video Game System/12 Mo 2	Went to Fast Food/Drive-In Rest 9+ Times/30 Days	24,960	42.6%	10
Take-Out/Drive-Thru/Ćurbside Fast Food/6 Mo Ordered Take-Out/Walk-In Fast Food/6 Mo 13,908 23,7% 1 Television & Electronics (Adults/Households) Own Tablet Own Freader Own Freader Own E-Reader/Tablet: Apple iPad Aby 14,5% 10 Own E-Reader/Tablet: Apple iPad Aby 14,5% 11 Own E-Reader/Tablet: Apple iPad Aby 12,657 Aby 14,9% 11 HO wans Internet Connectable TV Aby 12,657 Aby 14,9% Aby 14,0% Aby 15 HH Owns Internet Connectable TV Aby 15 Own Fortable MP3 Player Aby 16,184 Aby 10,5% HH Owns 1 TV Aby 16,664 Aby 17 HH Owns 2 TVs Aby 17,700 Aby 17,700 Aby 18,447 Ab	Ordered Eat-In Fast Food/6 Mo	14,643	25.0%	12
Travel (Adults) Travel (Ad	Ordered Home Delivery Fast Food/6 Mo	8,885	15.2%	11
Com Table 37,377 63.8% 1	Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	36,657	62.5%	10
Own Tablet 37,377 63.8% 1 Own E-Reader 8,492 14.5% 1 Own E-Reader/Tablet: Apple iPad 25,765 44.0% 1 HH Owns Internet Connectable TV 12,657 47.9% 1 Own Portable MP3 Player 6,184 10.5% HH Owns 1 TV 4,244 16.1% HH Owns 2 TVs 6,664 25.2% HH Owns 3 TVs 6,664 25.2% HH Owns 2 TVs 6,664 25.2% HH Owns 2 TVs 6,664 25.2% HH Owns 1 TV 8,447 32.0% HH Subscribes to Cable TV 8,447 32.0% HH Subscribes to Fiber Optic TV 1,541 5.8% 1 HH Owns Internet Video Bame System/12 Mo 2,254 8.5% 1 HH Owns Internet Video Device for TV 15,181 57.4% 1 Travel (Adults) 1 5,268 19.9% 1 Took 3+ Domestic Video Device for TV 34,356 58.6% 1 Took Domestic Frip in Continental U.S./12 Mo	Ordered Take-Out/Walk-In Fast Food/6 Mo	13,908	23.7%	10
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Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 2,198 3.7% 1 Spent \$3K+ on Foreign Vacations/12 Mo 2,814 4.8% 1 Used General Travel Site: Foreign Trip/3 Yrs 4,744 8.1% 1 Spent Night at Hotel or Motel/12 Mo 29,046 49.6% 1 Took Cruise of More Than One Day/3 Yrs 7,643 13.0% 1 Member of Frequent Flyer Program 20,262 34.6% 1	Took 3+ Foreign Trips by Plane/3 Yrs	5,491	9.4%	12
Spent \$3K+ on Foreign Vacations/12 Mo 2,814 4.8% 1 Used General Travel Site: Foreign Trip/3 Yrs 4,744 8.1% 1 Spent Night at Hotel or Motel/12 Mo 29,046 49.6% 1 Took Cruise of More Than One Day/3 Yrs 7,643 13.0% 1 Member of Frequent Flyer Program 20,262 34.6% 1	Spent \$1-999 on Foreign Vacations/12 Mo	5,204		11
Used General Travel Site: Foreign Trip/3 Yrs 4,744 8.1% 1 Spent Night at Hotel or Motel/12 Mo 29,046 49.6% 1 Took Cruise of More Than One Day/3 Yrs 7,643 13.0% 1 Member of Frequent Flyer Program 20,262 34.6% 1	·			12
Spent Night at Hotel or Motel/12 Mo 29,046 49.6% 1 Took Cruise of More Than One Day/3 Yrs 7,643 13.0% 1 Member of Frequent Flyer Program 20,262 34.6% 1	Spent \$3K+ on Foreign Vacations/12 Mo	2,814	4.8%	1:
Took Cruise of More Than One Day/3 Yrs7,64313.0%1Member of Frequent Flyer Program20,26234.6%1	Used General Travel Site: Foreign Trip/3 Yrs	4,744	8.1%	12
Member of Frequent Flyer Program20,26234.6%1	Spent Night at Hotel or Motel/12 Mo	29,046	49.6%	10
,	Took Cruise of More Than One Day/3 Yrs	7,643	13.0%	12
Member of Hotel Rewards Program 19,839 33.8% 1	Member of Frequent Flyer Program	20,262	34.6%	12
	Member of Hotel Rewards Program	19,839	33.8%	11

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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7365 South Power Road, Queen Creek, Arizona, 85142 Ring: 5 mile radius

Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

Demographic Summary	2023	2028
Population	208,703	221,280
Population 18+	143,542	152,217
Households	66,478	70,972
Median Household Income	\$117,273	\$131,856

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)	Addits of firs	Addits/ HHs	MPI
Bought Men's Clothing/12 Mo	92,286	64.3%	105
Bought Women's Clothing/12 Mo	75,213	52.4%	101
Bought Shoes/12 Mo	110,756	77.2%	104
Dought 3110es/ 12 1110	110,730	77.270	104
Bought Fine Jewelry/12 Mo	31,658	22.1%	108
Bought Watch/12 Mo	22,133	15.4%	111
Automobiles (Households)			
Automobiles (Households)	63,000	06.10/	105
HH Owns or Leases Any Vehicle	63,900	96.1%	105
HH Bought or Leased New Vehicle/12 Mo	8,129	12.2%	121
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	135,349	94.3%	104
Bought or Changed Motor Oil/12 Mo	77,435	53.9%	105
Had Vehicle Tune-Up/12 Mo	37,668	26.2%	106
70.1.11.			
Beverages (Adults)	F0.760	27.50/	404
Drank Non-Diet (Regular) Cola/6 Mo	53,762	37.5%	101
Drank Beer or Ale/6 Mo	58,807	41.0%	103
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	15,162	10.6%	96
Own Digital SLR Camera or Camcorder	17,671	12.3%	114
Printed Digital Photos/12 Mo	43,269	30.1%	112
Call Bloom (Ad. Bottle calcula)			
Cell Phones (Adults/Households)	F4 072	25.60/	100
Bought Cell Phone/12 Mo	51,073	35.6%	102
Have a Smartphone	137,712	95.9%	102
Have Android Phone (Any Brand) Smartphone	47,423	33.0%	85
Have Apple iPhone Smartphone	93,301	65.0%	115
HH Owns 1 Cell Phone	14,880	22.4%	73
HH Owns 2 Cell Phones	25,796	38.8%	99
HH Owns 3+ Cell Phones	25,075	37.7%	131
HH Has Cell Phone Only (No Landline Telephone)	49,116	73.9%	108
Computers (Households)			
HH Owns Computer	60,281	90.7%	106
HH Owns Desktop Computer	28,417	42.7%	107
HH Owns Laptop or Notebook	50,492	76.0%	108
HH Owns Apple/Mac Brand Computer	19,269	29.0%	120
HH Owns PC/Non-Apple Brand Computer	49,317	74.2%	105
HH Purchased Most Recent Home Computer at Store	27,889	42.0%	108
HH Purchased Most Recent Home Computer Online	20,041	30.1%	110
HH Spent \$1-499 on Most Recent Home Computer	10,241	15.4%	97
HH Spent \$500-999 on Most Recent Home Computer	15,224	22.9%	113
HH Spent \$1K-1499 on Most Recent Home Computer	9,102	13.7%	113
HH Spent \$1500-1999 on Most Recent Home Computer	3,205	4.8%	105
HH Spent \$2K+ on Most Recent Home Computer	4,545	6.8%	127

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

December 14, 2023

	Expected Number of	Percent of	
Product/Consumer Behavior	Adults or HHs	Adults/HHs	MP:
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	92,902	64.7%	10:
Bought Brewed Coffee at C-Store/30 Days	15,061	10.5%	87
Bought Cigarettes at C-Store/30 Days	6,549	4.6%	75
Bought Gas at C-Store/30 Days	57,958	40.4%	102
Spent \$1-19 at C-Store/30 Days	10,416	7.3%	98
Spent \$20-39 at C-Store/30 Days	15,566	10.8%	110
Spent \$40-50 at C-Store/30 Days	10,386	7.2%	93
Spent \$51-99 at C-Store/30 Days	8,480	5.9%	97
Spent \$100+ at C-Store/30 Days	30,216	21.1%	10:
Entertainment (Adults)			
Attended Movie/6 Mo	57,680	40.2%	109
Went to Live Theater/12 Mo	10,059	7.0%	10
Went to Bar or Night Club/12 Mo	24,988	17.4%	10
Dined Out/12 Mo	81,000	56.4%	10
Gambled at Casino/12 Mo	15,971	11.1%	10
Visited Theme Park/12 Mo	19,914	13.9%	11
Viewed Movie (Video-on-Demand)/30 Days	17,089	11.9%	10
Viewed TV Show (Video-on-Demand)/30 Days	12,685	8.8%	11
Used Internet to Download Movie/30 Days	9,949	6.9%	11
Downloaded Individual Song/6 Mo	33,141	23.1%	11
Used Internet to Watch Movie/30 Days	54,946	38.3%	11
Used Internet to Watch TV Program/30 Days	35,038	24.4%	11
Played (Console) Video or Electronic Game/12 Mo	20,569	14.3%	11
Played (Portable) Video or Electronic Game/12 Mo	10,435	7.3%	11
Financial (Adults)			
Have 1st Home Mortgage	68,801	47.9%	12
Used ATM or Cash Machine/12 Mo	93,221	64.9%	10
Own Any Stock	23,739	16.5%	11
Own U.S. Savings Bonds	10,841	7.6%	10
Own Shares in Mutual Fund (Stocks)	21,700	15.1%	11
Own Shares in Mutual Fund (Bonds)	13,275	9.2%	10
Have Interest Checking Account	57,920	40.4%	10
Have Non-Interest Checking Account	55,892	38.9%	10
Have Savings Account	113,009	78.7%	10
Have 401(k) Retirement Savings Plan	41,955	29.2%	12
Own or Used Any Credit/Debit Card/12 Mo	136,484	95.1%	10
Avg \$1-110 Monthly Credit Card Expenditures	15,294	10.7%	9
Avg \$111-225 Monthly Credit Card Expenditures	11,728	8.2%	10
Avg \$226-450 Monthly Credit Card Expenditures	12,796	8.9%	9
Avg \$451-700 Monthly Credit Card Expenditures	14,183	9.9%	10
Avg \$701-1000 Monthly Credit Card Expenditures	12,309	8.6%	10
Avg \$1001-2000 Monthly Credit Card Expenditures	18,326	12.8%	10
Avg \$2001+ Monthly Credit Card Expenditures	19,757	13.8%	12
Did Banking Online/12 Mo	92,430	64.4%	11
Did Banking by Mobile Device/12 Mo	78,743	54.9%	11

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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	Expected Number of	Percent of	
Product/Consumer Behavior	Adults/HHs	Adults/HHs	MP
Grocery (Adults)			
HH Used Bread/6 Mo	63,244	95.1%	10
HH Used Chicken (Fresh or Frozen)/6 Mo	48,242	72.6%	10
HH Used Turkey (Fresh or Frozen)/6 Mo	9,819	14.8%	10
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	40,694	61.2%	10
HH Used Fresh Fruit or Vegetables/6 Mo	59,566	89.6%	10
HH Used Fresh Milk/6 Mo	54,920	82.6%	10
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	40,694	61.2%	10
Health (Adults)			
Exercise at Home 2+ Times/Wk	74,522	51.9%	10
Exercise at Club 2+ Times/Wk	19,655	13.7%	11
Visited Doctor/12 Mo	116,585	81.2%	10
Used Vitamins or Dietary Supplements/6 Mo	97,360	67.8%	10
, i	,		
HH Did Home Improvement/12 Mo	28,761	43.3%	11
	•		
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	23,269	35.0%	11
HH Purchased Low Ticket HH Furnishing/12 Mo	16,905	25.4%	10
HH Purchased Big Ticket HH Furnishing/12 Mo	20,450	30.8%	10
HH Bought Small Kitchen Appliance/12 Mo	18,838	28.3%	10
HH Bought Large Kitchen Appliance/12 Mo	12,485	18.8%	11
Insurance (Adults/Households)			
Currently Carry Life Insurance	82,968	57.8%	11
Personally Carry Any Med/Hosp/Accident Insur	125,772	87.6%	10
Homeowner Carries Home/Personal Property Insurance	97,956	68.2%	11
Renter Carries Home/Pers Property Insurance	16,527	11.5%	9
HH Has 1 Vehicle Covered w/Auto Insurance	17,209	25.9%	-
·		39.1%	
HH Has 2 Vehicles Covered w/Auto Insurance HH Has 3+ Vehicles Covered w/Auto Insurance	26,026 19,215	28.9%	1:
Till flas 51 Velificies Covered W/Auto Historialice	15,215	20.5 //	1,
Pets (Households)	12.120	10.00/	
HH Owns Cat	13,130	19.8%	}
HH Owns Dog	29,798	44.8%	1:
Psychographics (Adults)			
Represents adults who "completely agree" with the statement: Am Interested in How to Help Env: 4-Agr Cmpl	20 052	19.5%	1,
	28,053		10
Buying American Is Important: 4-Agr Cmpl	42,549	29.6%	9
Buy Based on Quality Not Price: 4-Agr Cmpl	21,008	14.6%	ç
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,052	12.6%	ç
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	15,061	10.5%	g
Will Pay More for Env Safe Prods: 4-Agr Cmpl	16,594	11.6%	Ğ
Buy Based on Price Not Brands: 4-Agr Cmpl	37,690	26.3%	g
Am Interested in How to Help Env: 4-Agr Cmpl	28,053	19.5%	10
Reading (Adults)			
Bought Digital Book/12 Mo	30,045	20.9%	1:
Bought Hardcover Book/12 Mo	·		
,	40,660	28.3%	10
Bought Paperback Book/12 Mo	51,156	35.6%	10
Read Daily Newspaper (Paper Version)	15,063	10.5%	(
Read Digital Newspaper/30 Days	76,382	53.2%	10
Read Magazine (Paper/Electronic Vers)/6 Mo	126,899	88.4%	10

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Prepared by Esri Latitude: 33.28235 Longitude: -111.68547

		Expected Number of	Percent of	
Went to Family Restrnt/SteakHse/6 No	•	Adults or HHs	Adults/HHs	MPI
Went to Family Restrut/Steakhise 4+ Times/30 Days 32,450 22,6% 1	-			
Went to Fast Food/Drive-In Restaurant/6 Mo 133,937 93.3% 1 Went to Fast Food/Drive-In Rest 9+ Times/30 Days 61,974 43.2% 1 Ordered Ear-In Fast Food/6 Mo 35,389 24.7% 1 Ordered Home Delivery Fast Food/6 Mo 90,984 63.4% 1 Take-Out/Provin-Tur/Curbide Fast Food/6 Mo 34,658 24.1% 1 Celevision & Electronics (Adults/ Households) 7 7 8 1 Celevision & Electronics (Adults/ Households) 8 24.1% 1 Own E-Reader 21,113 14.7% 1 Own E-Reader 21,113 14.7% 1 Own E-Reader (Tablet: Apple iPad 63,829 44.5% 1 H H Owns Internet Connectable TV 31,999 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15,6% 3 HH Owns 2 Tvs 16,709 25.1% 3 HH Owns 3 Tvs 18,537 27.9% 1 HH Subscribes to Cable TV				107
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	• • • • • • • • • • • • • • • • • • • •	•		110
Ordered Eat-In Fast Food/6 Mo 35,389 24,7% 1 Ordered Home Delivery Fast Food/6 Mo 22,000 15,3% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 34,658 24,1% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 34,658 24,1% 1 Celevision & Electronics (Adults/Households) 92,123 64,2% 1 Own E-Reader 21,113 14,7% 1 Own E-Reader 21,113 14,7% 1 HOwn E-Reader (Tablei: Apple iPad 63,829 44,5% 1 HH Owns 1 TW 31,989 48,1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15,6% 1 HH Owns 2 TVs 10,709 25,1% 1 HH Owns 3 TVs 16,541 24,9% 1 HH Owns 4 TVS 18,537 27,9% 1 HH Subscribes to Cable TV 3,994 6,0% 1 HH D Wans Parable GPS Device 13,443 20.2% 1		,		103
Ordered Home Delivery Fast Food/6 Mo 22,000 15.3% 1 Take-Out/Drive-Thru/Curbside Fast Food/6 Mo 90,984 63.4% 1 Ordered Take-Out/Walk-In Fast Food/6 Mo 34,658 24.1% 1 Iclevision & Electronics (Adults/Households) V V Own Tablet 92,123 64.2% 1 Own E-Reader/ Tablet: Apple iPad 63,829 44.5% 1 HH Owns Internet Connectable TV 31,989 48.1% 1 Own Perkader/ Tablet: Apple iPad 15,495 10.8% 1 HH Owns Internet Connectable TV 31,989 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15.6% 3 HH Owns 2 TVs 16,709 25.1% 3 HH Owns 3 TVs 16,541 24.9% 1 HH Owns 3 TVs 16,541 24.9% 1 HH Subscribes to Cable TV 20,450 30.8% 4 HH Subscribes to Fiber Optic TV 3,994 6.0% 1 <td>•</td> <td></td> <td></td> <td>111</td>	•			111
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo Ordered Take-Out/Walk-In Fast Food/6 Mo 34,658 24.1% 10 Ordered Take-Out/Walk-In Fast Food/6 Mo 34,658 24.1% 11 Indicated Take-Out/Walk-In Fast Food/6 Mo 34,658 34.1% 11 Indicated Take-Out/Walk-In Fast Food/6 Mo 34,658 34.1% 34.	·	•		120
Pelevision & Electronics (Adults/Households) Comparison & Electronic	•	•		114
Celevision & Electronics (Adults/Households) Own Tablet 92,123 64.2% 11 Own E-Reader 21,113 14.7% 11 Own E-Reader 31,993 44.5% 11 Own E-Reader 31,999 44.5% 11 Own Dortable MP3 Player 15,495 10.8% 11 Own Dortable MP3 Player 15,495 10.8% 11 HO Wans 1 TV 10,370 15.6% 11 HH Owns 2 TVS 16,709 25.1% 11 HH Owns 3 TVS 16,541 24.9% 11 HH Owns 3 TVS 16,541 24.9% 11 HH Owns 4 T VS 18,537 27.9% 12 HH Owns 4 T VS 18,537 27.9% 12 HH Owns 1 Device 13,443 20.2% 14 HH Own Sharbale GPS Device 13,443 16.3% 1 HH Own Sharbale GPS Device 14,364 14,3% 1 Travel (Adults) 17 17 17 18 18 18 18 18				108
Own Tablet 92,123 64.2% 1 Own E-Reader 21,113 14.7% 1 Own E-Reader/Tablet: Apple iPad 63,829 44.5% 1 HH Owns Internet Connectable TV 31,989 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15.6% 1 HH Owns 2 TVs 16,709 25.1% 1 HH Owns 3 TVs 16,541 24.9% 1 HH Owns 2 TVs 20,450 30.8% 1 HH Subscribes to Cable TV 20,450 30.8% 1 HH Subscribes to Fiber Optic TV 3,994 6.0% 1 HH Owns Internet Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) 1 23,443 16.3% 1 Took 3+ Domestic Virgin Continental U.S./12 Mo 20,499 14.3% 1 Spent \$11-99 on Domestic Vacations/12 Mo 20,499 14.3% 1	Ordered Take-Out/Walk-In Fast Food/6 Mo	34,658	24.1%	108
Own E-Reader 21,113 14.7% 1 Own E-Reader/Tablet: Apple iPad 63,829 44.5% 1 HH Owns Internet Connectable TV 31,989 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15.6% 1 HH Owns 2 TVs 16,709 25.1% 3 HH Owns 3 TVS 16,541 24.9% 1 HH Subscribes to Cable TV 20,450 30.8% 1 HH Subscribes to Fiber Optic TV 3,994 6.0% 1 HH Owns Portable GPS Device 13,443 20.2% 1 HH Owns Internet Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) 7 1 1 1 Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took Domestic Trip in Continental U.S./12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 11,633	Television & Electronics (Adults/Households)			
Own E-Reader/Tablet: Apple iPad 63,829 44.5% 1 HH Owns Internet Connectable TV 31,989 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15.6% 3 HH Owns 2 TVs 16,709 25.1% 3 HH Owns 3 TVs 16,541 24.9% 1 HH Owns 4+ TVs 18,537 27.9% 1 HH Subscribes to Cable TV 20,450 30.8% 1 HH Subscribes to Fiber Optic TV 3,994 6.0% 1 HH Owns Internet Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) Travel (Adults) Travel (Adults) Took 3+ Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Travel (Adults) Took Domestic Typin Continental U.S./12 Mo 23,443 16.3% 1 Took Domestic Vacations/12 Mo	Own Tablet	92,123	64.2%	109
HH Owns Internet Connectable TV 31,989 48.1% 1 Own Portable MP3 Player 15,495 10.8% 1 HH Owns 1 TV 10,370 15.5% 1 HH Owns 2 TVs 16,709 25.1% 1 HH Owns 3 TVs 16,709 25.1% 1 HH Owns 3 TVs 16,541 24,9% 1 HH Owns 4+ TVs 18,537 27.9% 11 HH Subscribes to Cable TV 20,450 30.8% 1 HH Subscribes to Cable TV 3,994 6.0% 1 HH Owns Portable GPS Device 13,443 20.2% 1 HH Owns Portable GPS Device 13,443 20.2% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-990 on Domestic Vacations/12 Mo 24,99 14.3% 10 Spent \$1500-1999 on Domestic Vacations/12 Mo 5,915 41.4% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$3K+ on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$3K+ on Domestic Vacations/12 Mo 5,915 41.9% 11 Spent \$3K+ on Domestic Vacations/12 Mo 5,915 41.9% 11 Took 3+ Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 11 Took Spent \$1K-2999 on Foreign Vacations/12 Mo 5,915 41.9% 11 Spent \$3K+ on Foreign Vacations/12 Mo 5,915 41.9% 11 Took 3+ Foreign Trip Sp Plane/3 Yrs 13,310 9.3% 11 Took 3+ Foreign Trip Sp Plane/3 Yrs 13,310 9.3% 11 Took 3+ Foreign Trip Sp Plane/3 Yrs 13,310 9.3% 11 Took 5-Foreign Vacations/12 Mo 7,545 5.3% 11 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 11 Took Cruse of More Than One Day/3 Yrs 14,945 34.7% 14.9% 14	Own E-Reader	21,113	14.7%	103
Own Portable MP3 Player 15,495 10.8% HH Owns 1 TV 10,370 15.6% HH Owns 2 TVs 16,709 25.1% HH Owns 3 TVs 16,541 24.9% 10 HH Owns 4+ TVs 18,537 27.9% 1 HH Subscribes to Cable TV 20,450 30.8% 1 HH Subscribes to Fiber Optic TV 3,994 6.0% 1 HH Owns Portable GPS Device 13,443 20.2% 1 HH Purchased Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) 7 7 1 Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1-999 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 <td>Own E-Reader/Tablet: Apple iPad</td> <td>63,829</td> <td>44.5%</td> <td>119</td>	Own E-Reader/Tablet: Apple iPad	63,829	44.5%	119
HH Owns 1 TV 10,370 15.6% 14H Owns 2 TVs 16,709 25.1% 15HH Owns 2 TVs 16,709 25.1% 16,709 25.1% 16,709 25.1% 16,701 24.9% 11H Owns 3 TVS 16,541 24.9% 11H Owns 4+ TVS 18,537 27.9% 11HH Owns 4+ TVS 18,537 27.9% 11HH Subscribes to Cable TV 20,450 30.8% 15HH Subscribes to Fiber Optic TV 3,994 6.0% 11HH Owns Portable GPS Device 13,443 20.2% 15HH Owns Portable GPS Device 13,443 20.2% 15HH Owns Internet Video Game System/12 Mo 5,840 8.8% 11HH Owns Internet Video Device for TV 39,001 58.7% 11Ook 39,001 58.7% 11Ook 39,001 58.7% 11Ook 3+ Domestic Vacations/12 Mo 20,499 14.3% 16.3% 11Spent \$1.500-1999 on Domestic Vacations/12 Mo 11,633 8.1% 11Spent \$1.500-1999 on Domestic Vacations/12 Mo 11,633 8.1% 11Spent \$2.6-2999 on Domestic Vacations/12 Mo 5,915 4.1% 11Spent \$2.6-2999 on Domestic Vacations/12 Mo 5,915 5.621 38.7% 11Spent \$1.6-999 on Foreign Vacations/12 Mo 5,956 5.561 38.7% 11Spent \$1.9-99 on Foreign Vacations/12 Mo 5,956 5.561 38.7% 11Spent \$1.9-99 on Foreign Vacations/12 Mo 5,997 3.6% 11Spent \$1.8-299 on Foreign Vacations/12 Mo 7,545 5.3% 11Spent \$1.8-299 on Foreign Vacations/12 M	HH Owns Internet Connectable TV	31,989	48.1%	113
HH Owns 2 TVS	Own Portable MP3 Player	15,495	10.8%	9
HH Owns 3 TVs	HH Owns 1 TV	10,370	15.6%	80
HH Owns 4+ TVs 16,537 27.9% 1.0 HH Subscribes to Cable TV 20,450 30.8% 1.0 HH Subscribes to Fiber Optic TV 3,994 6.0% 1.0 HH Subscribes of Fiber Optic TV 3,994 6.0% 1.0 HH Owns Portable GPS Device 13,443 20.2% 1.0 HH Owns Portable GPS Device 13,443 20.2% 1.0 HH Owns Internet Video Game System/12 Mo 5,840 8.8% 1.0 HH Owns Internet Video Device for TV 39,001 58.7% 1.0 Travel (Adults) 5.00 Amount of the Common of the Comm	HH Owns 2 TVs	16,709	25.1%	8
HH Subscribes to Cable TV 20,450 30.8% 11	HH Owns 3 TVs	16,541	24.9%	10
HH Subscribes to Fiber Optic TV 3,994 6.0% 1 HH Owns Portable GPS Device 13,443 20.2% HH Purchased Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 16.3% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 10 Spent \$3K+ on Domestic Vacations/12 Mo 5,915 4.1% 10 Spent \$3K+ on Domestic Vacations/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9,3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 5,997 3.6% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 7,545 5.3% 10 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	HH Owns 4+ TVs	18,537	27.9%	12
HH Owns Portable GPS Device 13,443 20.2% HH Purchased Video Game System/12 Mo 5,840 8.8% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 HH Owns Internet Video Device for TV 39,001 58.7% 1 Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 10 Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 10 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Spent \$1F,099 on Foreign Vacations/12 Mo 12,836 8.9% 1 Spent \$1F,099 on Foreign Vacations/12 Mo 12,754 8.9% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1 Spent Hender of Frequent Flyer Program 49,745 34.7%	HH Subscribes to Cable TV	20,450	30.8%	9
HH Purchased Video Game System/12 Mo HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 59,005 59.3% 1 Took Domestic Non-Business Trips/12 Mo 59,006 59.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 59,007 508,007 5	HH Subscribes to Fiber Optic TV	3,994	6.0%	11
HH Owns Internet Video Device for TV 39,001 58.7% 1 Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 1 Spent \$15-00-1999 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1K-2999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent \$3K+ on Foreign Vacations/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	HH Owns Portable GPS Device	13,443	20.2%	9
Travel (Adults) Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent \$3K+ on Foreign Vacations/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1	HH Purchased Video Game System/12 Mo	5,840	8.8%	11
Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night	HH Owns Internet Video Device for TV	39,001	58.7%	11
Took Domestic Trip in Continental U.S./12 Mo 85,086 59.3% 1 Took 3+ Domestic Non-Business Trips/12 Mo 23,443 16.3% 1 Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 1 Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 1 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night	Fravel (Adults)			
Spent \$1-999 on Domestic Vacations/12 Mo 20,499 14.3% 10 Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 11 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 10 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1 </td <td></td> <td>85,086</td> <td>59.3%</td> <td>11</td>		85,086	59.3%	11
Spent \$1K-1499 on Domestic Vacations/12 Mo 11,633 8.1% 12 Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 1 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Took 3+ Domestic Non-Business Trips/12 Mo	23,443	16.3%	11
Spent \$1500-1999 on Domestic Vacations/12 Mo 6,146 4.3% 1 Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 10 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$1-999 on Domestic Vacations/12 Mo	20,499	14.3%	10
Spent \$2K-2999 on Domestic Vacations/12 Mo 5,915 4.1% 15 Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 15 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$1K-1499 on Domestic Vacations/12 Mo	11,633	8.1%	12
Spent \$3K+ on Domestic Vacations/12 Mo 12,836 8.9% 1 Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$1500-1999 on Domestic Vacations/12 Mo	6,146	4.3%	11
Used Intrnt Travel Site for Domestic Trip/12 Mo 9,356 6.5% 1 Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$2K-2999 on Domestic Vacations/12 Mo	5,915	4.1%	10
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs 55,621 38.7% 1 Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1 Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$3K+ on Domestic Vacations/12 Mo	12,836	8.9%	13
Took 3+ Foreign Trips by Plane/3 Yrs 13,310 9.3% 1. Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1. Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1. Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1. Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1. Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1. Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1. Member of Frequent Flyer Program 49,745 34.7% 1.	Used Intrnt Travel Site for Domestic Trip/12 Mo	9,356	6.5%	11
Spent \$1-999 on Foreign Vacations/12 Mo 12,754 8.9% 1 Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	55,621	38.7%	11
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo 5,097 3.6% 1 Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1 Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Took 3+ Foreign Trips by Plane/3 Yrs	13,310	9.3%	12
Spent \$3K+ on Foreign Vacations/12 Mo 7,545 5.3% 1. Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1. Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1. Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1. Member of Frequent Flyer Program 49,745 34.7% 1.	Spent \$1-999 on Foreign Vacations/12 Mo	12,754	8.9%	11
Used General Travel Site: Foreign Trip/3 Yrs 11,454 8.0% 1 Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	5,097	3.6%	11
Spent Night at Hotel or Motel/12 Mo 72,347 50.4% 1 Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1 Member of Frequent Flyer Program 49,745 34.7% 1	Spent \$3K+ on Foreign Vacations/12 Mo	7,545	5.3%	12
Took Cruise of More Than One Day/3 Yrs 18,138 12.6% 1. Member of Frequent Flyer Program 49,745 34.7% 1.	Used General Travel Site: Foreign Trip/3 Yrs	11,454	8.0%	12
Member of Frequent Flyer Program49,74534.7%17	Spent Night at Hotel or Motel/12 Mo	72,347	50.4%	11
	Took Cruise of More Than One Day/3 Yrs	18,138	12.6%	12
Member of Hotel Rewards Program 49,356 34.4% 1	Member of Frequent Flyer Program	49,745	34.7%	12
	Member of Hotel Rewards Program	49,356	34.4%	11

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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