



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)			
Bought Men`s Clothing/12 Mo	4,665	64.4%	105
Bought Women`s Clothing/12 Mo	3,756	51.9%	100
Bought Shoes/12 Mo	5,613	77.5%	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
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
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
Computers (Households)			
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	22.2%	109
HH Spent \$1K-1499 on Most Recent Home Computer	471	13.3%	110
HH Spent \$1500-1999 on Most Recent Home Computer	173	4.9%	106
HH Spent \$2K+ on Most Recent Home Computer	214	6.0%	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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
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%	108
Went to Live Theater/12 Mo	454	6.3%	92
Went to Bar or Night Club/12 Mo	1,261	17.4%	107
Dined Out/12 Mo	3,922	54.2%	104
Gambled at Casino/12 Mo	902	12.5%	116
Visited Theme Park/12 Mo	999	13.8%	119
Viewed Movie (Video-on-Demand)/30 Days	738	10.2%	92
Viewed TV Show (Video-on-Demand)/30 Days	596	8.2%	109
Used Internet to Download Movie/30 Days	444	6.1%	102
Downloaded Individual Song/6 Mo	1,764	24.4%	121
Used Internet to Watch Movie/30 Days	2,816	38.9%	114
Used Internet to Watch TV Program/30 Days	1,648	22.8%	103
Played (Console) Video or Electronic Game/12 Mo	1,115	15.4%	120
Played (Portable) Video or Electronic Game/12 Mo	590	8.1%	123
Financial (Adults)			
Have 1st Home Mortgage	3,456	47.7%	126
Used ATM or Cash Machine/12 Mo	4,711	65.1%	103
Own Any Stock	948	13.1%	87
Own U.S. Savings Bonds	408	5.6%	79
Own Shares in Mutual Fund (Stocks)	897	12.4%	90
Own Shares in Mutual Fund (Bonds)	531	7.3%	86
Have Interest Checking Account	2,667	36.8%	94
Have Non-Interest Checking Account	2,826	39.0%	103
Have Savings Account	5,606	77.4%	105
Have 401(k) Retirement Savings Plan	2,113	29.2%	120
Own or Used Any Credit/Debit Card/12 Mo	6,847	94.6%	102
Avg \$1-110 Monthly Credit Card Expenditures	837	11.6%	101
Avg \$111-225 Monthly Credit Card Expenditures	626	8.6%	113
Avg \$226-450 Monthly Credit Card Expenditures	691	9.5%	103
Avg \$451-700 Monthly Credit Card Expenditures	631	8.7%	95
Avg \$701-1000 Monthly Credit Card Expenditures	642	8.9%	108
Avg \$1001-2000 Monthly Credit Card Expenditures	845	11.7%	99
Avg \$2001+ Monthly Credit Card Expenditures	745	10.3%	93
Did Banking Online/12 Mo	4,574	63.2%	108
Did Banking by Mobile Device/12 Mo	4,071	56.2%	117

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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	3,343	94.5%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	2,577	72.8%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	470	13.3%	90
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,146	60.6%	101
HH Used Fresh Fruit or Vegetables/6 Mo	3,140	88.7%	100
HH Used Fresh Milk/6 Mo	2,879	81.4%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,146	60.6%	97
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,556	49.1%	100
Exercise at Club 2+ Times/Wk	1,006	13.9%	118
Visited Doctor/12 Mo	5,784	79.9%	100
Used Vitamins or Dietary Supplements/6 Mo	4,878	67.4%	102
Home (Households)			
HH Did Home Improvement/12 Mo	1,453	41.1%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,097	31.0%	102
HH Purchased Low Ticket HH Furnishing/12 Mo	888	25.1%	102
HH Purchased Big Ticket HH Furnishing/12 Mo	1,069	30.2%	106
HH Bought Small Kitchen Appliance/12 Mo	1,006	28.4%	109
HH Bought Large Kitchen Appliance/12 Mo	670	18.9%	116
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,154	57.4%	112
Personally Carry Any Med/Hosp/Accident Insur	6,177	85.3%	100
Homeowner Carries Home/Personal Property Insurance	4,644	64.1%	104
Renter Carries Home/Pers Property Insurance	915	12.6%	106
HH Has 1 Vehicle Covered w/Auto Insurance	940	26.6%	87
HH Has 2 Vehicles Covered w/Auto Insurance	1,408	39.8%	121
HH Has 3+ Vehicles Covered w/Auto Insurance	953	26.9%	102
Pets (Households)			
HH Owns Cat	640	18.1%	78
HH Owns Dog	1,596	45.1%	114
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,389	19.2%	103
Buying American Is Important: 4-Agr Cmpl	2,111	29.2%	91
Buy Based on Quality Not Price: 4-Agr Cmpl	1,055	14.6%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	924	12.8%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	773	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	855	11.8%	97
Buy Based on Price Not Brands: 4-Agr Cmpl	2,005	27.7%	102
Am Interested in How to Help Env: 4-Agr Cmpl	1,389	19.2%	103
Reading (Adults)			
Bought Digital Book/12 Mo	1,411	19.5%	103
Bought Hardcover Book/12 Mo	1,980	27.3%	101
Bought Paperback Book/12 Mo	2,494	34.4%	101
Read Daily Newspaper (Paper Version)	686	9.5%	62
Read Digital Newspaper/30 Days	3,678	50.8%	100
Read Magazine (Paper/Electronic Vers)/6 Mo	6,316	87.2%	100

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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	5,135	70.9%	107
Went to Family Restrn/SteakHse 4+ Times/30 Days	1,613	22.3%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	6,813	94.1%	104
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,319	45.8%	118
Ordered Eat-In Fast Food/6 Mo	1,942	26.8%	131
Ordered Home Delivery Fast Food/6 Mo	1,209	16.7%	125
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	4,602	63.6%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,708	23.6%	106
Television & Electronics (Adults/Households)			
Own Tablet	4,530	62.6%	106
Own E-Reader	929	12.8%	89
Own E-Reader/Tablet: Apple iPad	3,021	41.7%	112
HH Owns Internet Connectable TV	1,686	47.6%	111
Own Portable MP3 Player	737	10.2%	91
HH Owns 1 TV	581	16.4%	90
HH Owns 2 TVs	865	24.4%	86
HH Owns 3 TVs	864	24.4%	107
HH Owns 4+ TVs	969	27.4%	121
HH Subscribes to Cable TV	987	27.9%	82
HH Subscribes to Fiber Optic TV	201	5.7%	108
HH Owns Portable GPS Device	652	18.4%	89
HH Purchased Video Game System/12 Mo	333	9.4%	117
HH Owns Internet Video Device for TV	2,052	58.0%	110
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,162	57.5%	107
Took 3+ Domestic Non-Business Trips/12 Mo	1,055	14.6%	105
Spent \$1-999 on Domestic Vacations/12 Mo	1,057	14.6%	107
Spent \$1K-1499 on Domestic Vacations/12 Mo	597	8.2%	129
Spent \$1500-1999 on Domestic Vacations/12 Mo	312	4.3%	113
Spent \$2K-2999 on Domestic Vacations/12 Mo	289	4.0%	100
Spent \$3K+ on Domestic Vacations/12 Mo	498	6.9%	104
Used Intrnt Travel Site for Domestic Trip/12 Mo	472	6.5%	117
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,766	38.2%	115
Took 3+ Foreign Trips by Plane/3 Yrs	666	9.2%	126
Spent \$1-999 on Foreign Vacations/12 Mo	606	8.4%	108
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	317	4.4%	143
Spent \$3K+ on Foreign Vacations/12 Mo	279	3.9%	91
Used General Travel Site: Foreign Trip/3 Yrs	571	7.9%	124
Spent Night at Hotel or Motel/12 Mo	3,496	48.3%	107
Took Cruise of More Than One Day/3 Yrs	850	11.7%	116
Member of Frequent Flyer Program	2,289	31.6%	115
Member of Hotel Rewards Program	2,264	31.3%	108

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.



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)			
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 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)			
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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of 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%	107
Avg \$2001+ Monthly Credit Card Expenditures	7,802	13.3%	121
Did Banking Online/12 Mo	37,654	64.2%	109
Did Banking by Mobile Device/12 Mo	32,006	54.6%	114

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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	25,091	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	19,191	72.6%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	3,775	14.3%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,248	61.5%	102
HH Used Fresh Fruit or Vegetables/6 Mo	23,615	89.3%	101
HH Used Fresh Milk/6 Mo	21,650	81.9%	99
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	16,248	61.5%	102
Health (Adults)			
Exercise at Home 2+ Times/Wk	30,012	51.2%	104
Exercise at Club 2+ Times/Wk	8,163	13.9%	119
Visited Doctor/12 Mo	47,630	81.3%	102
Used Vitamins or Dietary Supplements/6 Mo	40,035	68.3%	103
Home (Households)			
HH Did Home Improvement/12 Mo	11,353	42.9%	109
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	9,179	34.7%	114
HH Purchased Low Ticket HH Furnishing/12 Mo	6,575	24.9%	101
HH Purchased Big Ticket HH Furnishing/12 Mo	7,984	30.2%	106
HH Bought Small Kitchen Appliance/12 Mo	7,449	28.2%	108
HH Bought Large Kitchen Appliance/12 Mo	4,917	18.6%	114
Insurance (Adults/Households)			
Currently Carry Life Insurance	33,281	56.8%	111
Personally Carry Any Med/Hosp/Accident Insur	50,957	86.9%	102
Homeowner Carries Home/Personal Property Insurance	39,530	67.4%	109
Renter Carries Home/Pers Property Insurance	6,909	11.8%	99
HH Has 1 Vehicle Covered w/Auto Insurance	7,068	26.7%	87
HH Has 2 Vehicles Covered w/Auto Insurance	10,458	39.6%	121
HH Has 3+ Vehicles Covered w/Auto Insurance	7,261	27.5%	104
Pets (Households)			
HH Owns Cat	4,942	18.7%	81
HH Owns Dog	11,505	43.5%	110
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	11,356	19.4%	104
Buying American Is Important: 4-Agr Cmpl	17,801	30.4%	95
Buy Based on Quality Not Price: 4-Agr Cmpl	8,624	14.7%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	7,479	12.8%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	6,383	10.9%	99
Will Pay More for Env Safe Prods: 4-Agr Cmpl	6,832	11.7%	96
Buy Based on Price Not Brands: 4-Agr Cmpl	15,625	26.7%	98
Am Interested in How to Help Env: 4-Agr Cmpl	11,356	19.4%	104
Reading (Adults)			
Bought Digital Book/12 Mo	11,926	20.3%	108
Bought Hardcover Book/12 Mo	16,370	27.9%	103
Bought Paperback Book/12 Mo	20,371	34.8%	102
Read Daily Newspaper (Paper Version)	6,631	11.3%	74
Read Digital Newspaper/30 Days	31,056	53.0%	105
Read Magazine (Paper/Electronic Vers)/6 Mo	51,849	88.5%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	41,237	70.3%	106
Went to Family Restrn/SteakHse 4+ Times/30 Days	13,179	22.5%	109
Went to Fast Food/Drive-In Restaurant/6 Mo	54,469	92.9%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	24,960	42.6%	109
Ordered Eat-In Fast Food/6 Mo	14,643	25.0%	122
Ordered Home Delivery Fast Food/6 Mo	8,885	15.2%	113
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	36,657	62.5%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	13,908	23.7%	106
Television & Electronics (Adults/Households)			
Own Tablet	37,377	63.8%	108
Own E-Reader	8,492	14.5%	101
Own E-Reader/Tablet: Apple iPad	25,765	44.0%	118
HH Owns Internet Connectable TV	12,657	47.9%	111
Own Portable MP3 Player	6,184	10.5%	94
HH Owns 1 TV	4,244	16.1%	88
HH Owns 2 TVs	6,664	25.2%	89
HH Owns 3 TVs	6,503	24.6%	107
HH Owns 4+ TVs	7,270	27.5%	122
HH Subscribes to Cable TV	8,447	32.0%	94
HH Subscribes to Fiber Optic TV	1,541	5.8%	111
HH Owns Portable GPS Device	5,258	19.9%	96
HH Purchased Video Game System/12 Mo	2,254	8.5%	106
HH Owns Internet Video Device for TV	15,181	57.4%	109
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	34,356	58.6%	109
Took 3+ Domestic Non-Business Trips/12 Mo	9,226	15.7%	113
Spent \$1-999 on Domestic Vacations/12 Mo	8,240	14.1%	103
Spent \$1K-1499 on Domestic Vacations/12 Mo	4,761	8.1%	127
Spent \$1500-1999 on Domestic Vacations/12 Mo	2,450	4.2%	109
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,325	4.0%	100
Spent \$3K+ on Domestic Vacations/12 Mo	5,014	8.6%	129
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,763	6.4%	115
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	22,847	39.0%	118
Took 3+ Foreign Trips by Plane/3 Yrs	5,491	9.4%	128
Spent \$1-999 on Foreign Vacations/12 Mo	5,204	8.9%	114
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	2,198	3.7%	122
Spent \$3K+ on Foreign Vacations/12 Mo	2,814	4.8%	113
Used General Travel Site: Foreign Trip/3 Yrs	4,744	8.1%	128
Spent Night at Hotel or Motel/12 Mo	29,046	49.6%	109
Took Cruise of More Than One Day/3 Yrs	7,643	13.0%	129
Member of Frequent Flyer Program	20,262	34.6%	125
Member of Hotel Rewards Program	19,839	33.8%	117

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.



Retail Market Potential

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)			
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
Bought Fine Jewelry/12 Mo	31,658	22.1%	108
Bought Watch/12 Mo	22,133	15.4%	111
Automobiles (Households)			
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
Beverages (Adults)			
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
Cell Phones (Adults/Households)			
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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	92,902	64.7%	101
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%	101
Entertainment (Adults)			
Attended Movie/6 Mo	57,680	40.2%	109
Went to Live Theater/12 Mo	10,059	7.0%	103
Went to Bar or Night Club/12 Mo	24,988	17.4%	107
Dined Out/12 Mo	81,000	56.4%	108
Gambled at Casino/12 Mo	15,971	11.1%	104
Visited Theme Park/12 Mo	19,914	13.9%	119
Viewed Movie (Video-on-Demand)/30 Days	17,089	11.9%	107
Viewed TV Show (Video-on-Demand)/30 Days	12,685	8.8%	117
Used Internet to Download Movie/30 Days	9,949	6.9%	115
Downloaded Individual Song/6 Mo	33,141	23.1%	115
Used Internet to Watch Movie/30 Days	54,946	38.3%	112
Used Internet to Watch TV Program/30 Days	35,038	24.4%	110
Played (Console) Video or Electronic Game/12 Mo	20,569	14.3%	112
Played (Portable) Video or Electronic Game/12 Mo	10,435	7.3%	110
Financial (Adults)			
Have 1st Home Mortgage	68,801	47.9%	126
Used ATM or Cash Machine/12 Mo	93,221	64.9%	103
Own Any Stock	23,739	16.5%	110
Own U.S. Savings Bonds	10,841	7.6%	106
Own Shares in Mutual Fund (Stocks)	21,700	15.1%	110
Own Shares in Mutual Fund (Bonds)	13,275	9.2%	108
Have Interest Checking Account	57,920	40.4%	103
Have Non-Interest Checking Account	55,892	38.9%	103
Have Savings Account	113,009	78.7%	106
Have 401(k) Retirement Savings Plan	41,955	29.2%	120
Own or Used Any Credit/Debit Card/12 Mo	136,484	95.1%	102
Avg \$1-110 Monthly Credit Card Expenditures	15,294	10.7%	93
Avg \$111-225 Monthly Credit Card Expenditures	11,728	8.2%	107
Avg \$226-450 Monthly Credit Card Expenditures	12,796	8.9%	96
Avg \$451-700 Monthly Credit Card Expenditures	14,183	9.9%	107
Avg \$701-1000 Monthly Credit Card Expenditures	12,309	8.6%	105
Avg \$1001-2000 Monthly Credit Card Expenditures	18,326	12.8%	109
Avg \$2001+ Monthly Credit Card Expenditures	19,757	13.8%	125
Did Banking Online/12 Mo	92,430	64.4%	110
Did Banking by Mobile Device/12 Mo	78,743	54.9%	114

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.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	63,244	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	48,242	72.6%	104
HH Used Turkey (Fresh or Frozen)/6 Mo	9,819	14.8%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	40,694	61.2%	102
HH Used Fresh Fruit or Vegetables/6 Mo	59,566	89.6%	101
HH Used Fresh Milk/6 Mo	54,920	82.6%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	40,694	61.2%	105
Health (Adults)			
Exercise at Home 2+ Times/Wk	74,522	51.9%	106
Exercise at Club 2+ Times/Wk	19,655	13.7%	117
Visited Doctor/12 Mo	116,585	81.2%	102
Used Vitamins or Dietary Supplements/6 Mo	97,360	67.8%	103
Home (Households)			
HH Did Home Improvement/12 Mo	28,761	43.3%	110
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	23,269	35.0%	115
HH Purchased Low Ticket HH Furnishing/12 Mo	16,905	25.4%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	20,450	30.8%	108
HH Bought Small Kitchen Appliance/12 Mo	18,838	28.3%	109
HH Bought Large Kitchen Appliance/12 Mo	12,485	18.8%	115
Insurance (Adults/Households)			
Currently Carry Life Insurance	82,968	57.8%	113
Personally Carry Any Med/Hosp/Accident Insur	125,772	87.6%	103
Homeowner Carries Home/Personal Property Insurance	97,956	68.2%	111
Renter Carries Home/Pers Property Insurance	16,527	11.5%	96
HH Has 1 Vehicle Covered w/Auto Insurance	17,209	25.9%	85
HH Has 2 Vehicles Covered w/Auto Insurance	26,026	39.1%	119
HH Has 3+ Vehicles Covered w/Auto Insurance	19,215	28.9%	109
Pets (Households)			
HH Owns Cat	13,130	19.8%	85
HH Owns Dog	29,798	44.8%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	28,053	19.5%	105
Buying American Is Important: 4-Agr Cmpl	42,549	29.6%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	21,008	14.6%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	18,052	12.6%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	15,061	10.5%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	16,594	11.6%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	37,690	26.3%	97
Am Interested in How to Help Env: 4-Agr Cmpl	28,053	19.5%	105
Reading (Adults)			
Bought Digital Book/12 Mo	30,045	20.9%	111
Bought Hardcover Book/12 Mo	40,660	28.3%	105
Bought Paperback Book/12 Mo	51,156	35.6%	105
Read Daily Newspaper (Paper Version)	15,063	10.5%	68
Read Digital Newspaper/30 Days	76,382	53.2%	105
Read Magazine (Paper/Electronic Vers)/6 Mo	126,899	88.4%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



Retail Market Potential

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

Prepared by Esri
 Latitude: 33.28235
 Longitude: -111.68547

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	101,281	70.6%	107
Went to Family Restrn/SteakHse 4+ Times/30 Days	32,450	22.6%	110
Went to Fast Food/Drive-In Restaurant/6 Mo	133,937	93.3%	103
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	61,974	43.2%	111
Ordered Eat-In Fast Food/6 Mo	35,389	24.7%	120
Ordered Home Delivery Fast Food/6 Mo	22,000	15.3%	114
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	90,984	63.4%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	34,658	24.1%	108
Television & Electronics (Adults/Households)			
Own Tablet	92,123	64.2%	109
Own E-Reader	21,113	14.7%	103
Own E-Reader/Tablet: Apple iPad	63,829	44.5%	119
HH Owns Internet Connectable TV	31,989	48.1%	112
Own Portable MP3 Player	15,495	10.8%	97
HH Owns 1 TV	10,370	15.6%	86
HH Owns 2 TVs	16,709	25.1%	89
HH Owns 3 TVs	16,541	24.9%	109
HH Owns 4+ TVs	18,537	27.9%	124
HH Subscribes to Cable TV	20,450	30.8%	91
HH Subscribes to Fiber Optic TV	3,994	6.0%	114
HH Owns Portable GPS Device	13,443	20.2%	97
HH Purchased Video Game System/12 Mo	5,840	8.8%	110
HH Owns Internet Video Device for TV	39,001	58.7%	112
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	85,086	59.3%	110
Took 3+ Domestic Non-Business Trips/12 Mo	23,443	16.3%	117
Spent \$1-999 on Domestic Vacations/12 Mo	20,499	14.3%	104
Spent \$1K-1499 on Domestic Vacations/12 Mo	11,633	8.1%	127
Spent \$1500-1999 on Domestic Vacations/12 Mo	6,146	4.3%	112
Spent \$2K-2999 on Domestic Vacations/12 Mo	5,915	4.1%	104
Spent \$3K+ on Domestic Vacations/12 Mo	12,836	8.9%	135
Used Intrnt Travel Site for Domestic Trip/12 Mo	9,356	6.5%	117
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	55,621	38.7%	117
Took 3+ Foreign Trips by Plane/3 Yrs	13,310	9.3%	127
Spent \$1-999 on Foreign Vacations/12 Mo	12,754	8.9%	114
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	5,097	3.6%	116
Spent \$3K+ on Foreign Vacations/12 Mo	7,545	5.3%	124
Used General Travel Site: Foreign Trip/3 Yrs	11,454	8.0%	126
Spent Night at Hotel or Motel/12 Mo	72,347	50.4%	111
Took Cruise of More Than One Day/3 Yrs	18,138	12.6%	125
Member of Frequent Flyer Program	49,745	34.7%	126
Member of Hotel Rewards Program	49,356	34.4%	119

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.