



Paragould Trade Area

Retail Market Potential

Prepared by STDBonline

Site Type: Custom Polygon

Demographic Summary	2009	2014
Population	80,155	81,286
Total Number of Adults	60,977	62,072
Households	32,523	33,069
Median Household Income	\$36,009	\$38,890

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	29,686	48.7%	97
Bought any women's apparel in last 12 months	27,886	45.7%	100
Bought apparel for child <13 in last 6 months	17,289	28.4%	100
Bought any shoes in last 12 months	31,092	51.0%	98
Bought costume jewelry in last 12 months	12,082	19.8%	95
Bought any fine jewelry in last 12 months	12,404	20.3%	89
Bought a watch in last 12 months	14,179	23.3%	112
Automobiles (Households)			
HH owns/leases any vehicle	28,942	89.0%	102
HH bought new vehicle in last 12 months	2,027	6.2%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,362	89.2%	103
Bought/changed motor oil in last 12 months	39,412	64.6%	125
Had tune-up in last 12 months	16,805	27.6%	88
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	32,628	53.5%	85
Drank regular cola in last 6 months	34,920	57.3%	110
Drank beer/ale in last 6 months	19,857	32.6%	77
Cameras & Film (Adults)			
Bought any camera in last 12 months	9,100	14.9%	101
Bought film in last 12 months	14,509	23.8%	101
Bought digital camera in last 12 months	3,409	5.6%	79
Bought memory card for camera in last 12 months	3,262	5.3%	70
Cell Phones/PDAs & Service			
Bought cell/mobile phone/PDA in last 12 months	17,121	28.1%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	15,455	25.3%	98
Avg monthly cell/mobile phone/PDA bill: \$50-99	16,205	26.6%	84
Avg monthly cell/mobile phone/PDA bill: \$100+	7,663	12.6%	82
Computers (Households)			
HH owns a personal computer	18,663	57.4%	80
HH spent <\$500 on home PC	3,176	9.8%	108
HH spent \$500-\$999 on home PC	5,343	16.4%	90
HH spent \$1000-\$1499 on home PC	3,208	9.9%	67
HH spent \$1500-\$1999 on home PC	1,663	5.1%	62
Spent \$2000+ on home PC	1,576	4.8%	63

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Product/Consumer Behavior	Expected Number of Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	37,006	60.7%	102
Bought cigarettes at convenience store in last 30 days	12,289	20.2%	136
Bought gas at convenience store in last 30 days	26,477	43.4%	131
Spent at convenience store in last 30 days: <\$20	4,475	7.3%	76
Spent at convenience store in last 30 days: \$20-39	5,321	8.7%	87
Spent at convenience store in last 30 days: \$40+	26,089	42.8%	122
Entertainment (Adults)			
Attended movies in last 6 months	28,679	47.0%	80
Went to live theater in last 6 months	4,111	6.7%	54
Went to a bar/night club in last 12 months	7,690	12.6%	69
Dined out in last 12 months	25,746	42.2%	86
Gambled at a casino in last 12 months	6,870	11.3%	70
Visited a theme park in last 12 months	9,311	15.3%	69
DVDs rented in last 30 days: 1	1,437	2.4%	89
DVDs rented in last 30 days: 2	2,073	3.4%	73
DVDs rented in last 30 days: 3	1,535	2.5%	81
DVDs rented in last 30 days: 4	2,216	3.6%	91
DVDs rented in last 30 days: 5+	6,423	10.5%	80
DVDs purchased in last 30 days: 1	3,199	5.2%	98
DVDs purchased in last 30 days: 2	3,166	5.2%	99
DVDs purchased in last 30 days: 3-4	2,946	4.8%	98
DVDs purchased in last 30 days: 5+	2,843	4.7%	86
Spent on toys/games in last 12 months: <\$50	4,208	6.9%	110
Spent on toys/games in last 12 months: \$50-\$99	1,784	2.9%	107
Spent on toys/games in last 12 months: \$100-\$199	4,151	6.8%	95
Spent on toys/games in last 12 months: \$200-\$499	5,862	9.6%	93
Spent on toys/games in last 12 months: \$500+	2,636	4.3%	78
Financial (Adults)			
Have home mortgage (1st)	7,978	13.1%	72
Used ATM/cash machine in last 12 months	23,436	38.4%	76
Own any stock	3,232	5.3%	59
Own U.S. savings bond	3,497	5.7%	81
Own shares in mutual fund (stock)	3,444	5.6%	60
Own shares in mutual fund (bonds)	2,172	3.6%	62
Used full service brokerage firm in last 12 months	2,614	4.3%	71
Used discount brokerage firm in last 12 months	837	1.4%	70
Have 401K retirement savings	7,020	11.5%	70
Own any credit/debit card (in own name)	38,582	63.3%	86
Avg monthly credit card expenditures: <\$111	9,418	15.4%	105
Avg monthly credit card expenditures: \$111-225	4,757	7.8%	86
Avg monthly credit card expenditures: \$226-450	4,163	6.8%	79
Avg monthly credit card expenditures: \$451-700	2,926	4.8%	67
Avg monthly credit card expenditures: \$701+	4,310	7.1%	52

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	45,538	74.7%	108
Used bread in last 6 months	59,732	98.0%	102
Used chicken/turkey (fresh or frozen) in last 6 months	45,195	74.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	29,919	49.1%	96
Used fresh fruit/vegetables in last 6 months	53,154	87.2%	101
Used fresh milk in last 6 months	56,817	93.2%	103
Health (Adults)			
Exercise at home 2+ times per week	14,180	23.3%	79
Exercise at club 2+ times per week	2,915	4.8%	41
Visited a doctor in last 12 months	47,363	77.7%	99
Used vitamin/dietary supplement in last 6 months	25,970	42.6%	89
Home (Households)			
Any home improvement in last 12 months	9,551	29.4%	94
Used housekeeper/maid/professional cleaning service in last 12 months	3,742	11.5%	73
Purchased any HH furnishing in last 12 months	2,856	8.8%	83
Purchased bedding/bath goods in last 12 months	16,231	49.9%	91
Purchased cooking/serving product in last 12 months	8,158	25.1%	93
Bought any kitchen appliance in last 12 months	5,249	16.1%	91
Insurance (Adults)			
Currently carry any life insurance	30,339	49.8%	103
Have medical/hospital/accident insurance	43,290	71.0%	98
Carry homeowner insurance	33,965	55.7%	105
Carry renter insurance	2,408	3.9%	66
Have auto/other vehicle insurance	52,781	86.6%	103
Pets (Households)			
HH owns any pet	17,582	54.1%	113
HH owns any cat	8,729	26.8%	115
HH owns any dog	14,028	43.1%	124
Reading Materials (Adults)			
Bought book in last 12 months	24,980	41.0%	83
Read any daily newspaper	24,205	39.7%	93
Heavy magazine reader	9,434	15.5%	78
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	40,912	67.1%	92
Went to family restaurant/steak house last mo: <2 times	16,084	26.4%	101
Went to family restaurant/steak house last mo: 2-4 times	14,792	24.3%	88
Went to family restaurant/steak house last mo: 5+ times	10,035	16.5%	84
Went to fast food/drive-in restaurant in last 6 mo	54,953	90.1%	100
Went to fast food/drive-in restaurant <5 times/mo	18,097	29.7%	97
Went to fast food/drive-in 5-12 times/mo	19,933	32.7%	104
Went to fast food/drive-in restaurant 13+ times/mo	16,924	27.8%	100
Fast food/drive-in last 6 mo: eat in	24,836	40.7%	106
Fast food/drive-in last 6 mo: home delivery	5,271	8.6%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	33,460	54.9%	105
Fast food/drive-in last 6 mo: take-out/walk-in	11,754	19.3%	79

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Telephones & Service (Households)			
HH owns in-home cordless telephone	20,858	64.1%	100
HH average monthly long distance phone bill: <\$16	9,383	28.9%	104
HH average monthly long distance phone bill: \$16-25	3,391	10.4%	89
HH average monthly long distance phone bill: \$26-59	2,720	8.4%	86
HH average monthly long distance phone bill: \$60+	1,509	4.6%	106
Television & Sound Equipment (Households)			
HH owns 1 TV	7,392	22.7%	114
HH owns 2 TVs	8,869	27.3%	103
HH owns 3 TVs	7,369	22.7%	101
HH owns 4+ TVs	5,757	17.7%	85
HH subscribes to cable TV	13,736	42.2%	73
HH watched 15+ hours of cable TV last week	19,723	60.6%	101
Purchased audio equipment in last 12 months	2,028	6.2%	75
Purchased CD player in last 12 months	1,568	4.8%	92
Purchased DVD player in last 12 months	2,944	9.1%	86
Purchased MP3 player in last 12 months	1,517	4.7%	54
Purchased video game system in last 12 months	2,324	7.1%	82
Travel (Adults)			
Domestic travel in last 12 months	25,514	41.8%	79
Took 3+ domestic trips in last 12 months	9,022	14.8%	71
Spent on domestic vacations last 12 mo: <\$1000	6,544	10.7%	85
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,190	5.2%	76
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,704	2.8%	70
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,717	2.8%	68
Spent on domestic vacations last 12 mo: \$3000+	1,350	2.2%	46
Foreign travel in last 3 years	6,801	11.2%	45
Took 3+ foreign trips by plane in last 3 years	1,006	1.6%	36
Spent on foreign vacations last 12 mo: <\$1000	1,311	2.1%	39
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,071	1.8%	44
Spent on foreign vacations: \$3000+	1,071	1.8%	38
Stayed 1+ nights at hotel/motel in last 12 months	21,075	34.6%	84

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