



Retail Market Potential

Choctaw County, AL (01023)
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 Geography: County

Prepared by Esri

Demographic Summary		2022	2027
Population		12,400	12,103
Population 18+		9,996	9,812
Households		5,596	5,523
Median Household Income		\$41,332	\$47,965

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,239	52.4%	96
Bought any women's clothing in last 12 months	4,619	46.2%	95
Bought any shoes in last 12 months	7,038	70.4%	98
Bought any fine jewelry in last 12 months	1,632	16.3%	85
Bought a watch in last 12 months	1,315	13.2%	92
Automobiles (Households)			
HH owns/leases any vehicle	5,101	91.2%	102
HH bought/leased new vehicle last 12 months	415	7.4%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	9,149	91.5%	103
Bought/changed motor oil in last 12 months	5,582	55.8%	117
Had tune-up in last 12 months	2,450	24.5%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	4,645	46.5%	118
Drank beer/ale in last 6 months	3,292	32.9%	81
Cameras (Adults)			
Own digital point & shoot camera/camcorder	875	8.8%	89
Own digital SLR camera/camcorder	747	7.5%	76
Printed digital photos in last 12 months	2,115	21.2%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,730	37.3%	114
Have a smartphone	8,837	88.4%	96
Have a smartphone: Android phone (any brand)	4,588	45.9%	115
Have a smartphone: Apple iPhone	4,125	41.3%	78
Number of cell phones in household: 1	1,785	31.9%	104
Number of cell phones in household: 2	2,193	39.2%	102
Number of cell phones in household: 3+	1,483	26.5%	91
HH has cell phone only (no landline telephone)	3,647	65.2%	97
Computers (Households)			
HH owns a computer	3,894	69.6%	86
HH owns desktop computer	1,643	29.4%	77
HH owns laptop/notebook	3,019	53.9%	82
HH owns any Apple/Mac brand computer	511	9.1%	41
HH owns any PC/non-Apple brand computer	3,602	64.4%	97
HH purchased most recent computer in a store	1,937	34.6%	93
HH purchased most recent computer online	958	17.1%	76
HH spent \$1-\$499 on most recent home computer	956	17.1%	110
HH spent \$500-\$999 on most recent home computer	936	16.7%	88
HH spent \$1,000-\$1,499 on most recent home computer	540	9.6%	80
HH spent \$1,500-\$1,999 on most recent home computer	135	2.4%	46
HH spent \$2,000+ on most recent home computer	111	2.0%	42

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 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	6,610	66.1%	105
Bought brewed coffee at convenience store in last 30 days	1,179	11.8%	95
Bought cigarettes at convenience store in last 30 days	1,336	13.4%	187
Bought gas at convenience store in last 30 days	4,830	48.3%	128
Spent at convenience store in last 30 days: \$1-19	556	5.6%	73
Spent at convenience store in last 30 days: \$20-\$39	957	9.6%	93
Spent at convenience store in last 30 days: \$40-\$50	958	9.6%	112
Spent at convenience store in last 30 days: \$51-\$99	726	7.3%	120
Spent at convenience store in last 30 days: \$100+	2,778	27.8%	136
Entertainment (Adults)			
Attended a movie in last 6 months	4,028	40.3%	84
Went to live theater in last 12 months	601	6.0%	60
Went to a bar/night club in last 12 months	998	10.0%	59
Dined out in last 12 months	4,597	46.0%	91
Gambled at a casino in last 12 months	900	9.0%	79
Visited a theme park in last 12 months	1,125	11.3%	78
Viewed movie (video-on-demand) in last 30 days	848	8.5%	66
Viewed TV show (video-on-demand) in last 30 days	550	5.5%	65
Watched any pay-per-view TV in last 12 months	445	4.5%	69
Downloaded a movie over the Internet in last 30 days	542	5.4%	71
Downloaded any individual song in last 6 months	1,957	19.6%	100
Used internet to watch a movie online in the last 30 days	2,247	22.5%	66
Used internet to watch a TV program online in last 30 days	1,491	14.9%	68
Played a video/electronic game (console) in last 12 months	1,136	11.4%	97
Played a video/electronic game (portable) in last 12 months	580	5.8%	97
Financial (Adults)			
Have home mortgage (1st)	2,968	29.7%	82
Used ATM/cash machine in last 12 months	5,707	57.1%	95
Own any stock	757	7.6%	63
Own U.S. savings bond	407	4.1%	66
Own shares in mutual fund (stock)	514	5.1%	46
Own shares in mutual fund (bonds)	380	3.8%	54
Have interest checking account	3,067	30.7%	87
Have non-interest checking account	3,708	37.1%	105
Have savings account	5,709	57.1%	83
Have 401K retirement savings plan	1,668	16.7%	76
Own/used any credit/debit card in last 12 months	8,499	85.0%	96
Avg monthly credit card expenditures: \$1-110	1,290	12.9%	108
Avg monthly credit card expenditures: \$111-\$225	856	8.6%	108
Avg monthly credit card expenditures: \$226-\$450	584	5.8%	66
Avg monthly credit card expenditures: \$451-\$700	620	6.2%	77
Avg monthly credit card expenditures: \$701-\$1,000	516	5.2%	69
Avg monthly credit card expenditures: \$1001-2000	663	6.6%	67
Avg monthly credit card expenditures: \$2001+	494	4.9%	56
Did banking online in last 12 months	4,449	44.5%	84
Did banking on mobile device in last 12 months	3,427	34.3%	82

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Grocery (Adults)			
HH used bread in last 6 months	5,325	95.2%	101
HH used chicken (fresh or frozen) in last 6 months	3,677	65.7%	96
HH used turkey (fresh or frozen) in last 6 months	898	16.0%	111
HH used fish/seafood (fresh or frozen) in last 6 months	2,917	52.1%	89
HH used fresh fruit/vegetables in last 6 months	4,588	82.0%	94
HH used fresh milk in last 6 months	4,703	84.0%	101
HH used organic food in last 6 months	846	15.1%	61
Health (Adults)			
Exercise at home 2+ times per week	2,860	28.6%	71
Exercise at club 2+ times per week	564	5.6%	41
Visited a doctor in last 12 months	7,634	76.4%	96
Used vitamin/dietary supplement in last 6 months	5,708	57.1%	94
Home (Households)			
HH did any home improvement in last 12 months	1,766	31.6%	92
HH used any maid/professional cleaning service in last 12 months	720	12.9%	63
HH purchased low ticket HH furnishings in last 12 months	1,210	21.6%	100
HH purchased big ticket HH furnishings in last 12 months	1,212	21.7%	83
HH bought any small kitchen appliance in last 12 months	1,356	24.2%	95
HH bought any large kitchen appliance in last 12 months	885	15.8%	102
Insurance (Adults/Households)			
Currently carry life insurance	5,124	51.3%	106
Carry medical/hospital/accident insurance	8,013	80.2%	99
Carry homeowner/personal property insurance	5,607	56.1%	99
Carry renter's insurance	874	8.7%	82
HH has auto insurance: 1 vehicle in household covered	1,473	26.3%	89
HH has auto insurance: 2 vehicles in household covered	1,642	29.3%	95
HH has auto insurance: 3+ vehicles in household covered	1,735	31.0%	125
Pets (Households)			
Household owns any pet	3,470	62.0%	118
Household owns any cat	1,747	31.2%	136
Household owns any dog	2,860	51.1%	129
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	4,664	46.7%	132
Buy based on quality not price	1,553	15.5%	90
Buy on credit rather than wait	1,233	12.3%	93
Only use coupons brands: usually buy	1,745	17.5%	128
Will pay more for environmentally safe products	1,058	10.6%	77
Buy based on price not brands	3,167	31.7%	110
Am interested in how to help the environment	1,604	16.0%	78
Reading (Adults)			
Bought digital book in last 12 months	1,415	14.2%	81
Bought hardcover book in last 12 months	1,905	19.1%	78
Bought paperback book in last 12 month	2,557	25.6%	82
Read any daily newspaper (paper version)	1,505	15.1%	98
Read any digital newspaper in last 30 days	3,829	38.3%	77
Read any magazine (paper/electronic version) in last 6 months	8,499	85.0%	96

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	6,664	66.7%	100
Went to family restaurant/steak house: 4+ times a month	2,111	21.1%	102
Went to fast food/drive-in restaurant in last 6 months	9,120	91.2%	101
Went to fast food/drive-in restaurant 9+ times/month	4,294	43.0%	114
Fast food restaurant last 6 months: eat in	2,457	24.6%	108
Fast food restaurant last 6 months: home delivery	559	5.6%	48
Fast food restaurant last 6 months: take-out/drive-thru	6,191	61.9%	110
Fast food restaurant last 6 months: take-out/walk-in	1,764	17.6%	83
Television & Electronics (Adults/Households)			
Own any tablet	4,822	48.2%	86
Own any e-reader	792	7.9%	65
Own e-reader/tablet: iPad	2,337	23.4%	67
HH has Internet connectable TV	2,362	42.2%	99
Own any portable MP3 player	1,034	10.3%	76
HH owns 1 TV	1,004	17.9%	91
HH owns 2 TVs	1,438	25.7%	94
HH owns 3 TVs	1,291	23.1%	104
HH owns 4+ TVs	1,213	21.7%	104
HH subscribes to cable TV	1,162	20.8%	56
HH subscribes to fiber optic	96	1.7%	32
HH owns portable GPS navigation device	1,238	22.1%	108
HH purchased video game system in last 12 months	259	4.6%	60
HH owns any Internet video device for TV	2,219	39.7%	87
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,577	45.8%	86
Took 3+ domestic non-business trips in last 12 months	910	9.1%	72
Spent on domestic vacations in last 12 months: \$1-999	1,002	10.0%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	510	5.1%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	286	2.9%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	324	3.2%	86
Spent on domestic vacations in last 12 months: \$3,000+	350	3.5%	55
Domestic travel in last 12 months: used general travel website	240	2.4%	40
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,705	17.1%	51
Took 3+ foreign trips by plane in last 3 years	187	1.9%	24
Spent on foreign vacations in last 12 months: \$1-999	369	3.7%	51
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	266	2.7%	69
Spent on foreign vacations in last 12 months: \$3,000+	285	2.9%	47
Foreign travel in last 3 years: used general travel website	324	3.2%	50
Nights spent in hotel/motel in last 12 months: any	4,251	42.5%	94
Took cruise of more than one day in last 3 years	844	8.4%	78
Member of any frequent flyer program	1,013	10.1%	41
Member of any hotel rewards program	1,935	19.4%	75

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