

Demographic Summary		2024	2029
Population		6,911	6,720
Population 18+		5,230	5,174
Households		2,762	2,738
Median Household Income		\$47,047	\$55,710

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	3,181	60.8%	97
Bought Women`s Clothing/12 Mo	2,776	53.1%	102
Bought Shoes/12 Mo	3,816	73.0%	97
Bought Fine Jewelry/12 Mo	1,194	22.8%	105
Bought Watch/12 Mo	741	14.2%	107
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	2,325	84.2%	93
HH Bought or Leased New Vehicle/12 Mo	171	6.2%	67
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	4,498	86.0%	96
Bought or Changed Motor Oil/12 Mo	2,967	56.7%	106
Had Vehicle Tune-Up/12 Mo	1,169	22.4%	93
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,495	47.7%	128
Drank Beer or Ale/6 Mo	1,732	33.1%	87
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	401	7.7%	78
Own Digital SLR Camera or Camcorder	348	6.7%	64
Printed Digital Photos/12 Mo	1,150	22.0%	85
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	2,051	39.2%	109
Have a Smartphone	4,899	93.7%	100
Have Android Phone (Any Brand) Smartphone	2,687	51.4%	134
Have Apple iPhone Smartphone	2,326	44.5%	78
HH Owns 1 Cell Phone	1,014	36.7%	122
HH Owns 2 Cell Phones	952	34.5%	87
HH Owns 3+ Cell Phones	741	26.8%	94
HH Has Cell Phone Only (No Landline Telephone)	2,037	73.8%	102
<b>Computers (Households)</b>			
HH Owns Computer	1,965	71.1%	85
HH Owns Desktop Computer	930	33.7%	87
HH Owns Laptop or Notebook	1,550	56.1%	81
HH Owns Apple/Mac Brand Computer	380	13.8%	56
HH Owns PC/Non-Apple Brand Computer	1,751	63.4%	90
HH Purchased Most Recent Home Computer at Store	826	29.9%	80
HH Purchased Most Recent Home Computer Online	585	21.2%	77
HH Spent \$1-499 on Most Recent Home Computer	432	15.6%	113
HH Spent \$500-999 on Most Recent Home Computer	385	13.9%	74
HH Spent \$1K-1499 on Most Recent Home Computer	192	7.0%	61
HH Spent \$1500-1999 on Most Recent Home Computer	56	2.0%	50
HH Spent \$2K+ on Most Recent Home Computer	99	3.6%	59

**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 2024 and 2029.

## Retail Market Potential

Osceola City, AR  
 Osceola City, AR (0552580)  
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	3,663	70.0%	108
Bought Brewed Coffee at C-Store/30 Days	645	12.3%	99
Bought Cigarettes at C-Store/30 Days	685	13.1%	216
Bought Gas at C-Store/30 Days	2,447	46.8%	117
Spent \$1-19 at C-Store/30 Days	289	5.5%	81
Spent \$20-39 at C-Store/30 Days	479	9.2%	110
Spent \$40-50 at C-Store/30 Days	361	6.9%	104
Spent \$51-99 at C-Store/30 Days	356	6.8%	121
Spent \$100+ at C-Store/30 Days	1,561	29.8%	127
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	2,138	40.9%	93
Went to Live Theater/12 Mo	360	6.9%	79
Went to Bar or Night Club/12 Mo	788	15.1%	85
Dined Out/12 Mo	2,389	45.7%	82
Gambled at Casino/12 Mo	589	11.3%	95
Visited Theme Park/12 Mo	816	15.6%	99
Viewed Movie (Video-on-Demand)/30 Days	339	6.5%	69
Viewed TV Show (Video-on-Demand)/30 Days	214	4.1%	62
Used Internet to Download Movie/30 Days	270	5.2%	83
Downloaded Individual Song/6 Mo	975	18.6%	96
Used Internet to Watch Movie/30 Days	1,642	31.4%	92
Used Internet to Watch TV Program/30 Days	975	18.6%	83
Played (Console) Video or Electronic Game/12 Mo	743	14.2%	113
Played (Portable) Video or Electronic Game/12 Mo	378	7.2%	105
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,569	30.0%	82
Used ATM or Cash Machine/12 Mo	3,046	58.2%	95
Own Any Stock	397	7.6%	51
Own U.S. Savings Bonds	282	5.4%	73
Own Shares in Mutual Fund (Stocks)	369	7.1%	53
Own Shares in Mutual Fund (Bonds)	246	4.7%	57
Have Interest Checking Account	1,563	29.9%	77
Have Non-Interest Checking Account	1,847	35.3%	96
Have Savings Account	3,371	64.5%	89
Have 401(k) Retirement Savings Plan	1,050	20.1%	82
Own or Used Any Credit/Debit Card/12 Mo	4,620	88.3%	95
Avg \$1-110 Monthly Credit Card Expenditures	650	12.4%	121
Avg \$111-225 Monthly Credit Card Expenditures	424	8.1%	118
Avg \$226-450 Monthly Credit Card Expenditures	479	9.2%	104
Avg \$451-700 Monthly Credit Card Expenditures	295	5.6%	61
Avg \$701-1000 Monthly Credit Card Expenditures	318	6.1%	78
Avg \$1001-2000 Monthly Credit Card Expenditures	348	6.7%	55
Avg \$2001+ Monthly Credit Card Expenditures	235	4.5%	36
Did Banking Online/12 Mo	2,490	47.6%	83
Did Banking by Mobile Device/12 Mo	2,196	42.0%	87

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November 01, 2024

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	2,627	95.1%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	2,043	74.0%	96
HH Used Turkey (Fresh or Frozen)/6 Mo	556	20.1%	97
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,497	54.2%	92
HH Used Fresh Fruit or Vegetables/6 Mo	2,395	86.7%	98
HH Used Fresh Milk/6 Mo	2,269	82.2%	100
HH Used Organic Food/6 Mo	546	19.8%	78
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	2,114	40.4%	83
Exercise at Club 2+ Times/Wk	436	8.3%	71
Visited Doctor/12 Mo	3,934	75.2%	94
Used Vitamins or Dietary Supplements/6 Mo	3,072	58.7%	89
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	818	29.6%	82
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	666	24.1%	69
HH Purchased Low Ticket HH Furnishing/12 Mo	596	21.6%	96
HH Purchased Big Ticket HH Furnishing/12 Mo	700	25.3%	98
HH Bought Small Kitchen Appliance/12 Mo	657	23.8%	95
HH Bought Large Kitchen Appliance/12 Mo	400	14.5%	90
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,604	49.8%	97
Personally Carry Any Med/Hosp/Accident Insur	4,140	79.2%	93
Homeowner Carries Home/Personal Property Insurance	2,655	50.8%	84
Renter Carries Home/Pers Property Insurance	745	14.2%	111
HH Has 1 Vehicle Covered w/Auto Insurance	1,054	38.2%	119
HH Has 2 Vehicles Covered w/Auto Insurance	690	25.0%	79
HH Has 3+ Vehicles Covered w/Auto Insurance	545	19.7%	76
<b>Pets (Households)</b>			
HH Owns Any Pet	1,366	49.5%	98
HH Owns Cat	718	26.0%	111
HH Owns Dog	1,046	37.9%	98
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	808	15.4%	91
Buying American Is Important: 4-Agr Cmpl	1,683	32.2%	111
Buy Based on Quality Not Price: 4-Agr Cmpl	769	14.7%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	661	12.6%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	564	10.8%	106
Will Pay More for Env Safe Prods: 4-Agr Cmpl	562	10.7%	95
Buy Based on Price Not Brands: 4-Agr Cmpl	1,610	30.8%	115
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	803	15.4%	84
Bought Hardcover Book/12 Mo	1,145	21.9%	81
Bought Paperback Book/12 Mo	1,511	28.9%	84
Read Daily Newspaper (Paper Version)	609	11.6%	108
Read Digital Newspaper/30 Days	2,900	55.4%	95
Read Magazine (Paper/Electronic Vers)/6 Mo	4,368	83.5%	96

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<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	3,625	69.3%	97
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,206	23.1%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	4,797	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,310	44.2%	111
Ordered Eat-In Fast Food/6 Mo	1,385	26.5%	92
Ordered Home Delivery Fast Food/6 Mo	716	13.7%	106
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,874	55.0%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,024	19.6%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	2,832	54.1%	94
Own E-Reader	539	10.3%	65
Own E-Reader/Tablet: Apple iPad	1,192	22.8%	62
HH Owns Internet Connectable TV	1,031	37.3%	91
Own Portable MP3 Player	394	7.5%	84
HH Owns 1 TV	533	19.3%	104
HH Owns 2 TVs	788	28.5%	103
HH Owns 3 TVs	593	21.5%	96
HH Owns 4+ TVs	566	20.5%	92
HH Subscribes to Cable TV	745	27.0%	87
HH Subscribes to Fiber Optic TV	80	2.9%	57
HH Owns Portable GPS Device	447	16.2%	87
HH Purchased Video Game System/12 Mo	167	6.0%	78
HH Owns Internet Video Device for TV	1,436	52.0%	98
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	2,332	44.6%	76
Took 3+ Domestic Non-Business Trips/12 Mo	501	9.6%	59
Spent \$1-999 on Domestic Vacations/12 Mo	619	11.8%	97
Spent \$1K-1499 on Domestic Vacations/12 Mo	283	5.4%	79
Spent \$1500-1999 on Domestic Vacations/12 Mo	108	2.1%	46
Spent \$2K-2999 on Domestic Vacations/12 Mo	168	3.2%	62
Spent \$3K+ on Domestic Vacations/12 Mo	218	4.2%	43
Used Intrnt Travel Site for Domestic Trip/12 Mo	210	4.0%	64
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	875	16.7%	55
Took 3+ Foreign Trips by Plane/3 Yrs	142	2.7%	50
Spent \$1-999 on Foreign Vacations/12 Mo	167	3.2%	57
Spent \$1K-2999 on Foreign Vacations/12 Mo	105	2.0%	60
Spent \$3K+ on Foreign Vacations/12 Mo	142	2.7%	46
Used General Travel Site: Foreign Trip/3 Yrs	134	2.6%	46
Spent Night at Hotel or Motel/12 Mo	2,152	41.1%	81
Took Cruise of More Than One Day/3 Yrs	332	6.3%	75
Member of Frequent Flyer Program	687	13.1%	47
Member of Hotel Rewards Program	1,031	19.7%	68

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