RE/MAX COMMERCIAL

Finances Market Potential

2900 W Horizon Ridge Pkwy, Henderson, Nevada, 89052
Ring: 1 mile radius

Prepared by Wes Drown, CCIM 702-287-6553
Latitude: 35.99936
Longitude: -115.11325

Demographic Summary		2021	2026
Population		24,731	27,364
Population 18+		19,482	21,659
Households		10,297	11,359
Median Household Income		$76,535	$83,596
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Did banking in person in last 12 months	10,457	53.7%	101
Bank/financial institution used: Bank of America	2,928	15.0%	112
Bank/financial institution used: Capital One	1,707	8.8%	122
Bank/financial institution used: Chase	2,920	15.0%	101
Bank/financial institution used: Citibank	778	4.0%	98
Bank/financial institution used: PNC	556	2.9%	81
Bank/financial institution used: U.S. Bank	802	4.1%	119
Bank/financial institution used: Wells Fargo	2,960	15.2%	123
Bank/financial institution used: credit union	4,714	24.2%	122
Bank/financial inst used: local/community bank	1,455	7.5%	74
Did banking by mail in last 12 months	528	2.7%	83
Did banking by phone in last 12 months	2,498	12.8%	122
Did banking online in last 12 months	9,702	49.8%	115
Did banking on mobile device in last 12 months	7,461	38.3%	119
Used ATM/cash machine in last 12 months	11,318	58.1%	108
Used direct deposit of paycheck in last 12 months	9,746	50.0%	109
Did banking w/paperless statements in last 12 months	6,927	35.6%	123
Have interest checking account	6,065	31.1%	104
Have non-interest checking account	6,240	32.0%	104
Have savings account	12,613	64.7%	109
Have overdraft protection	6,144	31.5%	113
Have auto loan	5,176	26.6%	121
Have personal loan for education (student loan)	1,781	9.1%	124
Have personal loan - not for education	878	4.5%	120
Have home mortgage (1st)	7,161	36.8%	113
Have 2nd mortgage (home equity loan)	837	4.3%	95
Have home equity line of credit	624	3.2%	103
Have personal line of credit	1,020	5.2%	141
Have 401(k) retirement savings plan	3,816	19.6%	112
Have 403(b) retirement savings plan	688	3.5%	93
Have Roth IRA retirement savings plan	2,104	10.8%	113
Have Traditional IRA retirement savings plan	2,348	12.1%	99
Own any securities investment	7,153	36.7%	104
Own any annuity	480	2.5%	89
Own certificate of deposit (more than 6 months)	633	3.2%	96
Own shares in money market fund	907	4.7%	95
Own shares in mutual fund (bonds)	1,032	5.3%	102
Own shares in mutual fund (stock)	1,634	8.4%	104
Own any stock	1,627	8.4%	101
Own common stock in company you don`t work for	1,176	6.0%	100
Own U.S. savings bond	955	4.9%	100
Own investment real estate	691	3.5%	85
Own vacation/weekend home	728	3.7%	96
Used a lawyer in last 12 months	1,638	8.4%	94
Used a real estate agent in last 12 months	1,303	6.7%	107
Used financial planner in last 12 months	1,836	9.4%	110
Own 1 credit card	3,378	17.3%	101
Own 2 credit cards	3,351	17.2%	110
Own 3 credit cards	2,359	12.1%	111
Own 4 credit cards	1,348	6.9%	102
Own 5 credit cards	692	3.6%	86
Own 6+ credit cards	1,531	7.9%	106

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

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Prepared by Wes Drown, CCIM 702-287-6553
Latitude: 35.99936
Longitude: -115.11325

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	6,509	33.4%	102
Credit cards: Sometimes carry a balance	3,657	18.8%	109
Credit cards: Usually or always carry a balance	3,733	19.2%	103
Avg monthly credit card expenditures: $1-110	2,274	11.7%	103
Avg monthly credit card expenditures: $111-$225	1,380	7.1%	97
Avg monthly credit card expenditures: $226-$450	1,348	6.9%	94
Avg monthly credit card expenditures: $451-$700	1,370	7.0%	103
Avg monthly credit card expenditures: $701-$1000	1,220	6.3%	99
Avg monthly credit card expenditures: $1001-$2000	1,736	8.9%	112
Avg monthly credit card expenditures: $2001+	1,418	7.3%	107
Own 1 debit card	9,696	49.8%	102
Own 2 debit cards	3,168	16.3%	116
Own 3+ debit cards	729	3.7%	119
Avg monthly debit card expenditures: $1-90	653	3.4%	78
Avg monthly debit card expenditures: $91-$180	996	5.1%	93
Avg monthly debit card expenditures: $181-$225	859	4.4%	88
Avg monthly debit card expenditures: $226-$450	1,749	9.0%	110
Avg monthly debit card expenditures: $451-$700	1,890	9.7%	100
Avg monthly debit card expenditures: $701-$1000	1,799	9.2%	119
Avg monthly debit card expenditures: $1001+	2,471	12.7%	132
Own/used last 12 months: any credit/debit card	16,274	83.5%	101
Own/used last 12 months: any major credit/debit card	14,205	72.9%	101
Own/used last 12 months: any store credit card	5,213	26.8%	99
Credit/debit card rewards: airline miles	2,672	13.7%	121
Credit/debit card rewards: cash back	7,364	37.8%	111
Credit/debit card rewards: gasoline discounts	912	4.7%	99
Credit/debit card rewards: gifts	611	3.1%	103
Credit/debit card rewards: hotel/car rental awards	823	4.2%	101
Have American Express Green card in own name	396	2.0%	96
Have American Express Blue card in own name	1,023	5.3%	115
Have American Express Gold card in own name	657	3.4%	107
Have American Express Platinum card in own name	731	3.8%	125
Have Discover card in own name	2,416	12.4%	108
Have MasterCard Standard card in own name	3,133	16.1%	99
Have MasterCard Gold card in own name	544	2.8%	92
Have MasterCard Platinum card in own name	1,370	7.0%	130
Have MasterCard debit card in own name	1,294	6.6%	78
Have Visa Regular/Classic card in own name	5,578	28.6%	103
Have Visa Gold card in own name	403	2.1%	91
Have Visa Platinum card in own name	1,945	10.0%	123
Have Visa Signature card in own name	1,686	8.7%	114
Have Visa debit card in own name	4,223	21.7%	110
Paid bills last 12 months: by mail	5,520	28.3%	85
Paid bills last 12 months: online	12,183	62.5%	114
Paid bills last 12 months: in person	3,688	18.9%	80
Paid bills last 12 months: by phone using credit card	4,542	23.3%	108
Paid bills last 12 months: by mobile phone	5,433	27.9%	118
Paid bills last 12 months: charged to credit card	4,404	22.6%	113
Paid bills last 12 months: deducted from bank account	6,692	34.3%	109
Wired/sent money in last 6 months	3,266	16.8%	101
Wired/sent money in last 6 months: bank wire transfer	899	4.6%	112
Wired/sent money in last 6 months: using MoneyGram	570	2.9%	102
Wired/sent money in last 6 months: using money order	1,200	6.2%	115
Wired/sent money in last 6 months: using Western Union	853	4.4%	100
Wired/sent money in last 6 months: using USPS	603	3.1%	85

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.
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Apple Pay digital payment service/30 days	2,148	11.0%	150
Used Google Pay digital payment service/30 days	682	3.5%	98
Used PayPal digital payment service/30 days	4,881	25.1%	123
Used Venmo digital payment service/30 days	2,435	12.5%	128
Used Visa Checkout digital payment service/30 days	557	2.9%	98
Used Zelle digital payment service/30 Days	1,422	7.3%	108
Used other digital payment service/30 days	627	3.2%	91
Tax preparation: did manually	3,212	16.5%	112
Tax preparation: used H&R Block Software	1,236	6.3%	109
Tax preparation: used software (TurboTax)	3,063	15.7%	120
Tax preparation: used any online program/service	3,688	18.9%	123
Tax preparation: used H&R Block Online	715	3.7%	114
Tax preparation: used TurboTax Online	2,037	10.5%	130
Tax preparation: used H&R Block On-Site	945	4.9%	115
Tax preparation: used CPA/other tax professional	2,867	14.7%	92

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Finances Market Potential

2900 W Horizon Ridge Pkwy, Henderson, Nevada, 89052
Ring: 3 mile radius

Prepared by Wes Drown, CCIM 702-287-6553
Latitude: 35.99936
Longitude: -115.11325

Demographic Summary		2021	2026
Population		143,702	155,358
Population 18+		115,069	124,537
Households		56,914	61,411
Median Household Income		$78,526	$87,066
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Did banking in person in last 12 months	62,643	54.4%	102
Bank/financial institution used: Bank of America	17,412	15.1%	113
Bank/financial institution used: Capital One	9,351	8.1%	114
Bank/financial institution used: Chase	19,033	16.5%	111
Bank/financial institution used: Citibank	4,930	4.3%	106
Bank/financial institution used: PNC	3,219	2.8%	79
Bank/financial institution used: U.S. Bank	4,422	3.8%	111
Bank/financial institution used: Wells Fargo	17,357	15.1%	122
Bank/financial institution used: credit union	26,602	23.1%	117
Bank/financial inst used: local/community bank	9,525	8.3%	82
Did banking by mail in last 12 months	3,684	3.2%	98
Did banking by phone in last 12 months	12,801	11.1%	106
Did banking online in last 12 months	57,000	49.5%	115
Did banking on mobile device in last 12 months	42,569	37.0%	115
Used ATM/cash machine in last 12 months	65,638	57.0%	106
Used direct deposit of paycheck in last 12 months	58,044	50.4%	110
Did banking w/paperless statements in last 12 months	39,462	34.3%	119
Have interest checking account	38,218	33.2%	111
Have non-interest checking account	36,071	31.3%	102
Have savings account	74,754	65.0%	109
Have overdraft protection	36,086	31.4%	112
Have auto loan	30,196	26.2%	120
Have personal loan for education (student loan)	9,334	8.1%	110
Have personal loan - not for education	4,895	4.3%	114
Have home mortgage (1st)	45,698	39.7%	122
Have 2nd mortgage (home equity loan)	5,205	4.5%	100
Have home equity line of credit	3,786	3.3%	106
Have personal line of credit	5,112	4.4%	120
Have 401(k) retirement savings plan	23,322	20.3%	116
Have 403(b) retirement savings plan	4,239	3.7%	97
Have Roth IRA retirement savings plan	12,453	10.8%	113
Have Traditional IRA retirement savings plan	15,141	13.2%	108
Own any securities investment	45,256	39.3%	111
Own any annuity	3,357	2.9%	106
Own certificate of deposit (more than 6 months)	4,128	3.6%	106
Own shares in money market fund	6,515	5.7%	115
Own shares in mutual fund (bonds)	6,601	5.7%	110
Own shares in mutual fund (stock)	10,403	9.0%	112
Own any stock	10,673	9.3%	112
Own common stock in company you don`t work for	7,547	6.6%	109
Own U.S. savings bond	5,700	5.0%	101
Own investment real estate	4,795	4.2%	99
Own vacation/weekend home	4,950	4.3%	111
Used a lawyer in last 12 months	10,324	9.0%	101
Used a real estate agent in last 12 months	8,344	7.3%	116
Used financial planner in last 12 months	11,187	9.7%	114
Own 1 credit card	20,684	18.0%	105
Own 2 credit cards	19,881	17.3%	111
Own 3 credit cards	13,931	12.1%	110
Own 4 credit cards	8,389	7.3%	107
Own 5 credit cards	4,974	4.3%	104
Own 6+ credit cards	9,459	8.2%	111

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	39,487	34.3%	104
Credit cards: Sometimes carry a balance	21,661	18.8%	110
Credit cards: Usually or always carry a balance	23,178	20.1%	108
Avg monthly credit card expenditures: $1-110	13,129	11.4%	101
Avg monthly credit card expenditures: $111-$225	8,813	7.7%	105
Avg monthly credit card expenditures: $226-$450	8,548	7.4%	101
Avg monthly credit card expenditures: $451-$700	8,386	7.3%	107
Avg monthly credit card expenditures: $701-$1000	7,736	6.7%	106
Avg monthly credit card expenditures: $1001-$2000	10,579	9.2%	116
Avg monthly credit card expenditures: $2001+	8,929	7.8%	114
Own 1 debit card	58,246	50.6%	103
Own 2 debit cards	17,760	15.4%	110
Own 3+ debit cards	4,222	3.7%	117
Avg monthly debit card expenditures: $1-90	4,066	3.5%	82
Avg monthly debit card expenditures: $91-$180	5,946	5.2%	94
Avg monthly debit card expenditures: $181-$225	5,859	5.1%	101
Avg monthly debit card expenditures: $226-$450	9,697	8.4%	103
Avg monthly debit card expenditures: $451-$700	11,568	10.1%	104
Avg monthly debit card expenditures: $701-$1000	9,735	8.5%	109
Avg monthly debit card expenditures: $1001+	13,493	11.7%	122
Own/used last 12 months: any credit/debit card	98,254	85.4%	103
Own/used last 12 months: any major credit/debit card	86,149	74.9%	104
Own/used last 12 months: any store credit card	33,115	28.8%	107
Credit/debit card rewards: airline miles	16,437	14.3%	126
Credit/debit card rewards: cash back	44,050	38.3%	112
Credit/debit card rewards: gasoline discounts	6,273	5.5%	115
Credit/debit card rewards: gifts	4,011	3.5%	114
Credit/debit card rewards: hotel/car rental awards	5,187	4.5%	108
Have American Express Green card in own name	2,582	2.2%	106
Have American Express Blue card in own name	5,958	5.2%	113
Have American Express Gold card in own name	3,942	3.4%	109
Have American Express Platinum card in own name	4,309	3.7%	125
Have Discover card in own name	14,173	12.3%	107
Have MasterCard Standard card in own name	19,159	16.7%	102
Have MasterCard Gold card in own name	3,421	3.0%	98
Have MasterCard Platinum card in own name	7,517	6.5%	121
Have MasterCard debit card in own name	8,773	7.6%	89
Have Visa Regular/Classic card in own name	32,896	28.6%	103
Have Visa Gold card in own name	2,586	2.2%	99
Have Visa Platinum card in own name	11,689	10.2%	125
Have Visa Signature card in own name	10,122	8.8%	116
Have Visa debit card in own name	25,252	21.9%	111
Paid bills last 12 months: by mail	36,172	31.4%	94
Paid bills last 12 months: online	71,222	61.9%	113
Paid bills last 12 months: in person	22,206	19.3%	82
Paid bills last 12 months: by phone using credit card	25,933	22.5%	105
Paid bills last 12 months: by mobile phone	30,059	26.1%	111
Paid bills last 12 months: charged to credit card	26,908	23.4%	117
Paid bills last 12 months: deducted from bank account	40,106	34.9%	111
Wired/sent money in last 6 months	19,950	17.3%	104
Wired/sent money in last 6 months: bank wire transfer	5,435	4.7%	115
Wired/sent money in last 6 months: using MoneyGram	3,140	2.7%	95
Wired/sent money in last 6 months: using money order	6,297	5.5%	102
Wired/sent money in last 6 months: using Western Union	4,940	4.3%	98
Wired/sent money in last 6 months: using USPS	4,371	3.8%	105

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Latitude: 35.99936
Longitude: -115.11325

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Apple Pay digital payment service/30 days	10,941	9.5%	129
Used Google Pay digital payment service/30 days	4,125	3.6%	100
Used PayPal digital payment service/30 days	27,835	24.2%	119
Used Venmo digital payment service/30 days	12,582	10.9%	112
Used Visa Checkout digital payment service/30 days	3,347	2.9%	100
Used Zelle digital payment service/30 Days	8,774	7.6%	113
Used other digital payment service/30 days	4,095	3.6%	100
Tax preparation: did manually	18,518	16.1%	110
Tax preparation: used H&R Block Software	6,870	6.0%	102
Tax preparation: used software (TurboTax)	17,492	15.2%	116
Tax preparation: used any online program/service	20,192	17.5%	114
Tax preparation: used H&R Block Online	4,147	3.6%	112
Tax preparation: used TurboTax Online	10,899	9.5%	118
Tax preparation: used H&R Block On-Site	5,045	4.4%	104
Tax preparation: used CPA/other tax professional	18,472	16.1%	101

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RE/MAX COMMERCIAL

Finances Market Potential

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Ring: 5 mile radius

Prepared by Wes Drown, CCIM 702-287-6553
Latitude: 35.99936
Longitude: -115.11325

Demographic Summary		2021	2026
Population		302,907	328,008
Population 18+		243,825	263,798
Households		120,775	130,422
Median Household Income		$78,815	$87,452
Product/Consumer Behavior	**Expected Number of Adults**	**Percent**	**MPI**
Did banking in person in last 12 months	132,954	54.5%	102
Bank/financial institution used: Bank of America	34,940	14.3%	107
Bank/financial institution used: Capital One	18,882	7.7%	108
Bank/financial institution used: Chase	38,794	15.9%	107
Bank/financial institution used: Citibank	10,053	4.1%	102
Bank/financial institution used: PNC	7,288	3.0%	85
Bank/financial institution used: U.S. Bank	9,166	3.8%	108
Bank/financial institution used: Wells Fargo	35,290	14.5%	117
Bank/financial institution used: credit union	55,283	22.7%	114
Bank/financial inst used: local/community bank	21,674	8.9%	88
Did banking by mail in last 12 months	7,758	3.2%	98
Did banking by phone in last 12 months	27,226	11.2%	106
Did banking online in last 12 months	118,412	48.6%	113
Did banking on mobile device in last 12 months	88,531	36.3%	113
Used ATM/cash machine in last 12 months	138,881	57.0%	106
Used direct deposit of paycheck in last 12 months	123,061	50.5%	110
Did banking w/paperless statements in last 12 months	81,932	33.6%	116
Have interest checking account	80,227	32.9%	110
Have non-interest checking account	76,517	31.4%	102
Have savings account	156,897	64.3%	108
Have overdraft protection	75,747	31.1%	111
Have auto loan	63,027	25.8%	118
Have personal loan for education (student loan)	19,732	8.1%	110
Have personal loan - not for education	10,079	4.1%	110
Have home mortgage (1st)	94,730	38.9%	119
Have 2nd mortgage (home equity loan)	11,115	4.6%	100
Have home equity line of credit	8,201	3.4%	108
Have personal line of credit	10,212	4.2%	113
Have 401(k) retirement savings plan	48,831	20.0%	115
Have 403(b) retirement savings plan	9,321	3.8%	101
Have Roth IRA retirement savings plan	25,953	10.6%	111
Have Traditional IRA retirement savings plan	32,237	13.2%	109
Own any securities investment	94,860	38.9%	110
Own any annuity	6,824	2.8%	102
Own certificate of deposit (more than 6 months)	8,539	3.5%	104
Own shares in money market fund	13,625	5.6%	114
Own shares in mutual fund (bonds)	13,668	5.6%	108
Own shares in mutual fund (stock)	21,637	8.9%	110
Own any stock	22,397	9.2%	111
Own common stock in company you don`t work for	16,055	6.6%	109
Own U.S. savings bond	12,041	4.9%	101
Own investment real estate	10,467	4.3%	102
Own vacation/weekend home	10,029	4.1%	106
Used a lawyer in last 12 months	22,651	9.3%	104
Used a real estate agent in last 12 months	17,555	7.2%	115
Used financial planner in last 12 months	23,696	9.7%	114
Own 1 credit card	44,498	18.2%	106
Own 2 credit cards	41,367	17.0%	109
Own 3 credit cards	28,617	11.7%	107
Own 4 credit cards	17,826	7.3%	108
Own 5 credit cards	10,690	4.4%	106
Own 6+ credit cards	19,511	8.0%	108

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Ring: 5 mile radius

Prepared by Wes Drown, CCIM 702-287-6553
Latitude: 35.99936
Longitude: -115.11325

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Credit cards: Never or rarely carry a balance	83,876	34.4%	105
Credit cards: Sometimes carry a balance	45,316	18.6%	108
Credit cards: Usually or always carry a balance	48,599	19.9%	107
Avg monthly credit card expenditures: $1-110	28,297	11.6%	102
Avg monthly credit card expenditures: $111-$225	18,794	7.7%	106
Avg monthly credit card expenditures: $226-$450	17,985	7.4%	101
Avg monthly credit card expenditures: $451-$700	17,327	7.1%	104
Avg monthly credit card expenditures: $701-$1000	15,988	6.6%	103
Avg monthly credit card expenditures: $1001-$2000	21,908	9.0%	113
Avg monthly credit card expenditures: $2001+	18,648	7.6%	112
Own 1 debit card	122,850	50.4%	103
Own 2 debit cards	37,405	15.3%	109
Own 3+ debit cards	8,999	3.7%	117
Avg monthly debit card expenditures: $1-90	8,887	3.6%	84
Avg monthly debit card expenditures: $91-$180	12,892	5.3%	97
Avg monthly debit card expenditures: $181-$225	12,407	5.1%	101
Avg monthly debit card expenditures: $226-$450	20,127	8.3%	101
Avg monthly debit card expenditures: $451-$700	24,313	10.0%	103
Avg monthly debit card expenditures: $701-$1000	20,235	8.3%	107
Avg monthly debit card expenditures: $1001+	28,408	11.7%	121
Own/used last 12 months: any credit/debit card	207,969	85.3%	103
Own/used last 12 months: any major credit/debit card	181,709	74.5%	104
Own/used last 12 months: any store credit card	69,081	28.3%	105
Credit/debit card rewards: airline miles	33,734	13.8%	122
Credit/debit card rewards: cash back	91,619	37.6%	110
Credit/debit card rewards: gasoline discounts	12,899	5.3%	112
Credit/debit card rewards: gifts	8,290	3.4%	111
Credit/debit card rewards: hotel/car rental awards	10,795	4.4%	106
Have American Express Green card in own name	5,213	2.1%	101
Have American Express Blue card in own name	12,188	5.0%	109
Have American Express Gold card in own name	8,128	3.3%	106
Have American Express Platinum card in own name	9,225	3.8%	126
Have Discover card in own name	30,225	12.4%	108
Have MasterCard Standard card in own name	39,833	16.3%	100
Have MasterCard Gold card in own name	7,075	2.9%	95
Have MasterCard Platinum card in own name	15,034	6.2%	114
Have MasterCard debit card in own name	19,221	7.9%	92
Have Visa Regular/Classic card in own name	69,466	28.5%	102
Have Visa Gold card in own name	5,744	2.4%	103
Have Visa Platinum card in own name	24,199	9.9%	123
Have Visa Signature card in own name	20,393	8.4%	111
Have Visa debit card in own name	52,343	21.5%	109
Paid bills last 12 months: by mail	78,240	32.1%	96
Paid bills last 12 months: online	148,177	60.8%	111
Paid bills last 12 months: in person	49,048	20.1%	85
Paid bills last 12 months: by phone using credit card	54,887	22.5%	104
Paid bills last 12 months: by mobile phone	62,754	25.7%	109
Paid bills last 12 months: charged to credit card	56,011	23.0%	115
Paid bills last 12 months: deducted from bank account	84,556	34.7%	111
Wired/sent money in last 6 months	41,444	17.0%	102
Wired/sent money in last 6 months: bank wire transfer	11,151	4.6%	111
Wired/sent money in last 6 months: using MoneyGram	6,492	2.7%	92
Wired/sent money in last 6 months: using money order	13,151	5.4%	101
Wired/sent money in last 6 months: using Western Union	10,261	4.2%	96
Wired/sent money in last 6 months: using USPS	9,090	3.7%	103

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

November 01, 2021

Finances Market Potential

2900 W Horizon Ridge Pkwy, Henderson, Nevada, 89052
Ring: 5 mile radius

Prepared by Wes Drown, CCIM 702-287-6553

Latitude: 35.99936
Longitude: -115.11325

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used Apple Pay digital payment service/30 days	22,059	9.0%	123
Used Google Pay digital payment service/30 days	8,699	3.6%	100
Used PayPal digital payment service/30 days	57,532	23.6%	116
Used Venmo digital payment service/30 days	25,421	10.4%	107
Used Visa Checkout digital payment service/30 days	7,080	2.9%	100
Used Zelle digital payment service/30 Days	17,709	7.3%	107
Used other digital payment service/30 days	8,822	3.6%	102
Tax preparation: did manually	39,362	16.1%	110
Tax preparation: used H&R Block Software	14,506	5.9%	102
Tax preparation: used software (TurboTax)	35,994	14.8%	112
Tax preparation: used any online program/service	42,217	17.3%	113
Tax preparation: used H&R Block Online	8,874	3.6%	113
Tax preparation: used TurboTax Online	22,463	9.2%	114
Tax preparation: used H&R Block On-Site	10,538	4.3%	102
Tax preparation: used CPA/other tax professional	39,197	16.1%	101

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.

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