



# Retail Market Potential

Russell Lamson Building  
 209 W 5th St, Waterloo, Iowa, 50701  
 Ring: 1 mile radius

Latitude: 42.49425  
 Longitude: -92.33879

Demographic Summary	2014	2019
Population	12,376	12,800
Population 18+	8,912	9,243
Households	4,889	5,087
Median Household Income	\$26,096	\$28,886

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,557	39.9%	83
Bought any women's clothing in last 12 months	3,734	41.9%	93
Bought clothing for child <13 years in last 6 months	2,150	24.1%	86
Bought any shoes in last 12 months	4,107	46.1%	84
Bought costume jewelry in last 12 months	1,676	18.8%	94
Bought any fine jewelry in last 12 months	1,488	16.7%	86
Bought a watch in last 12 months	601	6.7%	59
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,365	68.8%	81
HH bought/leased new vehicle last 12 mo	212	4.3%	50
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,211	69.7%	82
Bought/changed motor oil in last 12 months	4,095	45.9%	92
Had tune-up in last 12 months	2,278	25.6%	84
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,571	62.5%	95
Drank regular cola in last 6 months	4,506	50.6%	110
Drank beer/ale in last 6 months	2,928	32.9%	78
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,529	17.2%	53
Own digital single-lens reflex (SLR) camera	693	7.8%	90
Bought any camera in last 12 months	603	6.8%	94
Bought memory card for camera in last 12 months	494	5.5%	96
Printed digital photos in last 12 months	254	2.9%	84
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,474	39.0%	107
Have a smartphone	3,192	35.8%	74
Have an iPhone	628	7.0%	38
Number of cell phones in household: 1	2,065	42.2%	131
Number of cell phones in household: 2	1,640	33.5%	91
Number of cell phones in household: 3+	583	11.9%	47
HH has cell phone only (no landline telephone)	2,335	47.8%	126
<b>Computers (Households)</b>			
HH owns a computer	2,588	52.9%	69
HH owns desktop computer	1,730	35.4%	73
HH owns laptop/notebook	1,577	32.3%	63
Spent <\$500 on most recent home computer	599	12.3%	87
Spent \$500-\$999 on most recent home computer	776	15.9%	78
Spent \$1,000-\$1,499 on most recent home computer	410	8.4%	84
Spent \$1,500-\$1,999 on most recent home computer	213	4.4%	95
Spent \$2,000+ on most recent home computer	159	3.3%	84

**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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	4,961	55.7%	92
Bought brewed coffee at convenience store in last 30 days	1,051	11.8%	77
Bought cigarettes at convenience store in last 30 days	2,013	22.6%	172
Bought gas at convenience store in last 30 days	2,938	33.0%	99
Spent at convenience store in last 30 days: <\$20	623	7.0%	85
Spent at convenience store in last 30 days: \$20-\$39	797	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	668	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	519	5.8%	128
Spent at convenience store in last 30 days: \$100+	2,063	23.1%	100
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,361	48.9%	81
Went to live theater in last 12 months	649	7.3%	58
Went to a bar/night club in last 12 months	1,347	15.1%	88
Dined out in last 12 months	2,829	31.7%	71
Gambled at a casino in last 12 months	1,042	11.7%	79
Visited a theme park in last 12 months	1,137	12.8%	71
Viewed movie (video-on-demand) in last 30 days	1,274	14.3%	92
Viewed TV show (video-on-demand) in last 30 days	1,031	11.6%	95
Watched any pay-per-view TV in last 12 months	826	9.3%	71
Downloaded a movie over the Internet in last 30 days	552	6.2%	94
Downloaded any individual song in last 6 months	1,461	16.4%	80
Watched a movie online in the last 30 days	967	10.9%	80
Watched a TV program online in last 30 days	697	7.8%	58
Played a video/electronic game (console) in last 12 months	1,279	14.4%	126
Played a video/electronic game (portable) in last 12 months	464	5.2%	116
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,627	18.3%	58
Used ATM/cash machine in last 12 months	3,317	37.2%	76
Own any stock	614	6.9%	88
Own U.S. savings bond	474	5.3%	93
Own shares in mutual fund (stock)	565	6.3%	84
Own shares in mutual fund (bonds)	324	3.6%	74
Have interest checking account	1,360	15.3%	53
Have non-interest checking account	2,227	25.0%	89
Have savings account	3,468	38.9%	73
Have 401K retirement savings plan	549	6.2%	42
Own/used any credit/debit card in last 12 months	5,078	57.0%	77
Avg monthly credit card expenditures: <\$111	844	9.5%	80
Avg monthly credit card expenditures: \$111-\$225	378	4.2%	65
Avg monthly credit card expenditures: \$226-\$450	556	6.2%	99
Avg monthly credit card expenditures: \$451-\$700	477	5.4%	98
Avg monthly credit card expenditures: \$701-\$1,000	339	3.8%	88
Avg monthly credit card expenditures: \$1,001+	623	7.0%	76
Did banking online in last 12 months	1,672	18.8%	53
Did banking on mobile device in last 12 months	477	5.4%	52
Paid bills online in last 12 months	2,466	27.7%	66

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	6,632	74.4%	104
Used bread in last 6 months	8,282	92.9%	98
Used chicken (fresh or frozen) in last 6 mos	6,194	69.5%	97
Used turkey (fresh or frozen) in last 6 mos	1,684	18.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	5,128	57.5%	103
Used fresh fruit/vegetables in last 6 months	7,418	83.2%	96
Used fresh milk in last 6 months	7,929	89.0%	99
Used organic food in last 6 months	1,751	19.6%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,933	21.7%	76
Exercise at club 2+ times per week	487	5.5%	42
Visited a doctor in last 12 months	6,569	73.7%	97
Used vitamin/dietary supplement in last 6 months	4,297	48.2%	90
<b>Home (Households)</b>			
Any home improvement in last 12 months	740	15.1%	55
Used housekeeper/maid/professional HH cleaning service in last 12	303	6.2%	47
Purchased low ticket HH furnishings in last 12 months	596	12.2%	78
Purchased big ticket HH furnishings in last 12 months	825	16.9%	80
Purchased bedding/bath goods in last 12 months	2,375	48.6%	91
Purchased cooking/serving product in last 12 months	1,085	22.2%	91
Bought any small kitchen appliance in last 12 months	965	19.7%	89
Bought any large kitchen appliance in last 12 months	585	12.0%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,252	36.5%	84
Carry medical/hospital/accident insurance	4,796	53.8%	83
Carry homeowner insurance	2,727	30.6%	64
Carry renter's insurance	612	6.9%	93
Have auto insurance: 1 vehicle in household covered	1,888	38.6%	123
Have auto insurance: 2 vehicles in household covered	775	15.9%	57
Have auto insurance: 3+ vehicles in household covered	542	11.1%	51
<b>Pets (Households)</b>			
Household owns any pet	2,131	43.6%	82
Household owns any cat	829	17.0%	75
Household owns any dog	1,566	32.0%	80
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,303	48.3%	112
Usually buy items on credit rather than wait	1,120	12.6%	110
Usually buy based on quality - not price	1,638	18.4%	103
Price is usually more important than brand name	2,923	32.8%	119
Usually use coupons for brands I buy often	1,883	21.1%	112
Am interested in how to help the environment	1,695	19.0%	114
Usually pay more for environ safe product	1,153	12.9%	102
Usually value green products over convenience	1,046	11.7%	115
Likely to buy a brand that supports a charity	2,740	30.7%	90
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	587	6.6%	59
Bought hardcover book in last 12 months	1,598	17.9%	80
Bought paperback book in last 12 month	2,403	27.0%	80
Read any daily newspaper (paper version)	2,265	25.4%	90
Read any digital newspaper in last 30 days	1,863	20.9%	67
Read any magazine (paper/electronic version) in last 6 months	7,601	85.3%	94

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,824	65.4%	86
Went to family restaurant/steak house: 4+ times a month	1,634	18.3%	64
Went to fast food/drive-in restaurant in last 6 months	7,749	87.0%	96
Went to fast food/drive-in restaurant 9+ times/mo	3,274	36.7%	91
Fast food/drive-in last 6 months: eat in	2,749	30.8%	85
Fast food/drive-in last 6 months: home delivery	883	9.9%	126
Fast food/drive-in last 6 months: take-out/drive-thru	3,795	42.6%	91
Fast food/drive-in last 6 months: take-out/walk-in	1,502	16.9%	86
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	656	7.4%	35
Own any portable MP3 player	2,169	24.3%	73
HH owns 1 TV	1,264	25.9%	128
HH owns 2 TVs	1,231	25.2%	96
HH owns 3 TVs	984	20.1%	94
HH owns 4+ TVs	668	13.7%	69
HH subscribes to cable TV	2,884	59.0%	116
HH subscribes to fiber optic	285	5.8%	88
HH has satellite dish	791	16.2%	63
HH owns DVD/Blu-ray player	2,578	52.7%	85
HH owns camcorder	469	9.6%	62
HH owns portable GPS navigation device	619	12.7%	46
HH purchased video game system in last 12 mos	275	5.6%	61
HH owns Internet video device for TV	197	4.0%	92
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,428	27.2%	54
Took 3+ domestic non-business trips in last 12 months	940	10.5%	85
Spent on domestic vacations in last 12 months: <\$1,000	573	6.4%	57
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	476	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	238	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	265	3.0%	78
Spent on domestic vacations in last 12 months: \$3,000+	369	4.1%	76
Domestic travel in the 12 months: used general travel website	563	6.3%	90
Foreign travel in last 3 years	748	8.4%	35
Took 3+ foreign trips by plane in last 3 years	298	3.3%	77
Spent on foreign vacations in last 12 months: <\$1,000	313	3.5%	84
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	226	2.5%	83
Spent on foreign vacations in last 12 months: \$3,000+	342	3.8%	78
Foreign travel in last 3 years: used general travel website	424	4.8%	87
Nights spent in hotel/motel in last 12 months: any	2,218	24.9%	60
Took cruise of more than one day in last 3 years	690	7.7%	89
Member of any frequent flyer program	1,251	14.0%	84
Member of any hotel rewards program	1,023	11.5%	81

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# Retail Market Potential

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 Ring: 3 mile radius

Latitude: 42.49425  
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Demographic Summary	2014	2019
Population	59,358	60,496
Population 18+	45,084	45,898
Households	24,922	25,511
Median Household Income	\$37,412	\$42,721

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	20,537	45.6%	94
Bought any women's clothing in last 12 months	20,204	44.8%	100
Bought clothing for child <13 years in last 6 months	11,833	26.2%	94
Bought any shoes in last 12 months	23,192	51.4%	94
Bought costume jewelry in last 12 months	8,841	19.6%	98
Bought any fine jewelry in last 12 months	8,355	18.5%	96
Bought a watch in last 12 months	4,486	10.0%	87
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	20,297	81.4%	96
HH bought/leased new vehicle last 12 mo	1,703	6.8%	79
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	37,309	82.8%	97
Bought/changed motor oil in last 12 months	23,009	51.0%	103
Had tune-up in last 12 months	13,062	29.0%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	28,874	64.0%	98
Drank regular cola in last 6 months	22,553	50.0%	109
Drank beer/ale in last 6 months	18,164	40.3%	95
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	12,187	27.0%	84
Own digital single-lens reflex (SLR) camera	3,101	6.9%	80
Bought any camera in last 12 months	3,023	6.7%	93
Bought memory card for camera in last 12 months	2,731	6.1%	105
Printed digital photos in last 12 months	1,556	3.5%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	17,149	38.0%	104
Have a smartphone	19,096	42.4%	87
Have an iPhone	5,504	12.2%	66
Number of cell phones in household: 1	9,409	37.8%	117
Number of cell phones in household: 2	8,837	35.5%	96
Number of cell phones in household: 3+	4,641	18.6%	74
HH has cell phone only (no landline telephone)	11,457	46.0%	122
<b>Computers (Households)</b>			
HH owns a computer	16,846	67.6%	88
HH owns desktop computer	10,966	44.0%	90
HH owns laptop/notebook	10,660	42.8%	84
Spent <\$500 on most recent home computer	3,473	13.9%	99
Spent \$500-\$999 on most recent home computer	4,886	19.6%	97
Spent \$1,000-\$1,499 on most recent home computer	2,135	8.6%	86
Spent \$1,500-\$1,999 on most recent home computer	969	3.9%	84
Spent \$2,000+ on most recent home computer	757	3.0%	79

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	27,922	61.9%	102
Bought brewed coffee at convenience store in last 30 days	7,112	15.8%	103
Bought cigarettes at convenience store in last 30 days	8,574	19.0%	145
Bought gas at convenience store in last 30 days	16,976	37.7%	113
Spent at convenience store in last 30 days: <\$20	3,536	7.8%	96
Spent at convenience store in last 30 days: \$20-\$39	3,873	8.6%	94
Spent at convenience store in last 30 days: \$40-\$50	3,432	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	2,490	5.5%	121
Spent at convenience store in last 30 days: \$100+	11,868	26.3%	114
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	25,812	57.3%	95
Went to live theater in last 12 months	4,743	10.5%	84
Went to a bar/night club in last 12 months	8,099	18.0%	105
Dined out in last 12 months	18,577	41.2%	92
Gambled at a casino in last 12 months	6,387	14.2%	96
Visited a theme park in last 12 months	6,723	14.9%	83
Viewed movie (video-on-demand) in last 30 days	6,536	14.5%	93
Viewed TV show (video-on-demand) in last 30 days	4,563	10.1%	83
Watched any pay-per-view TV in last 12 months	5,069	11.2%	86
Downloaded a movie over the Internet in last 30 days	2,710	6.0%	91
Downloaded any individual song in last 6 months	7,715	17.1%	83
Watched a movie online in the last 30 days	5,119	11.4%	84
Watched a TV program online in last 30 days	4,887	10.8%	81
Played a video/electronic game (console) in last 12 months	6,058	13.4%	118
Played a video/electronic game (portable) in last 12 months	2,319	5.1%	115
<b>Financial (Adults)</b>			
Have home mortgage (1st)	11,799	26.2%	83
Used ATM/cash machine in last 12 months	19,831	44.0%	90
Own any stock	2,942	6.5%	84
Own U.S. savings bond	2,149	4.8%	83
Own shares in mutual fund (stock)	2,924	6.5%	86
Own shares in mutual fund (bonds)	1,702	3.8%	77
Have interest checking account	11,074	24.6%	85
Have non-interest checking account	12,513	27.8%	98
Have savings account	21,913	48.6%	91
Have 401K retirement savings plan	5,210	11.6%	78
Own/used any credit/debit card in last 12 months	30,696	68.1%	92
Avg monthly credit card expenditures: <\$111	5,477	12.1%	102
Avg monthly credit card expenditures: \$111-\$225	2,361	5.2%	81
Avg monthly credit card expenditures: \$226-\$450	2,670	5.9%	94
Avg monthly credit card expenditures: \$451-\$700	2,061	4.6%	84
Avg monthly credit card expenditures: \$701-\$1,000	1,561	3.5%	80
Avg monthly credit card expenditures: \$1,001+	2,791	6.2%	67
Did banking online in last 12 months	12,892	28.6%	81
Did banking on mobile device in last 12 months	3,506	7.8%	75
Paid bills online in last 12 months	16,439	36.5%	87

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	32,956	73.1%	102
Used bread in last 6 months	42,913	95.2%	100
Used chicken (fresh or frozen) in last 6 mos	31,817	70.6%	99
Used turkey (fresh or frozen) in last 6 mos	8,407	18.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	24,453	54.2%	97
Used fresh fruit/vegetables in last 6 months	38,709	85.9%	99
Used fresh milk in last 6 months	40,783	90.5%	101
Used organic food in last 6 months	7,845	17.4%	88
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	11,294	25.1%	88
Exercise at club 2+ times per week	3,841	8.5%	66
Visited a doctor in last 12 months	33,518	74.3%	98
Used vitamin/dietary supplement in last 6 months	22,496	49.9%	93
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,691	22.8%	83
Used housekeeper/maid/professional HH cleaning service in last 12	2,311	9.3%	71
Purchased low ticket HH furnishings in last 12 months	3,667	14.7%	94
Purchased big ticket HH furnishings in last 12 months	4,827	19.4%	92
Purchased bedding/bath goods in last 12 months	12,723	51.1%	96
Purchased cooking/serving product in last 12 months	5,598	22.5%	92
Bought any small kitchen appliance in last 12 months	5,265	21.1%	95
Bought any large kitchen appliance in last 12 months	3,132	12.6%	98
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	19,529	43.3%	100
Carry medical/hospital/accident insurance	27,768	61.6%	96
Carry homeowner insurance	19,439	43.1%	90
Carry renter's insurance	3,825	8.5%	115
Have auto insurance: 1 vehicle in household covered	9,242	37.1%	118
Have auto insurance: 2 vehicles in household covered	6,010	24.1%	86
Have auto insurance: 3+ vehicles in household covered	3,981	16.0%	73
<b>Pets (Households)</b>			
Household owns any pet	12,596	50.5%	95
Household owns any cat	5,669	22.7%	100
Household owns any dog	9,201	36.9%	93
<b>Psychographics (Adults)</b>			
Buying American is important to me	21,422	47.5%	111
Usually buy items on credit rather than wait	4,987	11.1%	97
Usually buy based on quality - not price	8,057	17.9%	100
Price is usually more important than brand name	13,341	29.6%	108
Usually use coupons for brands I buy often	9,351	20.7%	110
Am interested in how to help the environment	7,354	16.3%	98
Usually pay more for environ safe product	5,589	12.4%	98
Usually value green products over convenience	4,359	9.7%	95
Likely to buy a brand that supports a charity	15,289	33.9%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,793	8.4%	76
Bought hardcover book in last 12 months	8,751	19.4%	86
Bought paperback book in last 12 month	13,415	29.8%	88
Read any daily newspaper (paper version)	13,327	29.6%	105
Read any digital newspaper in last 30 days	11,995	26.6%	85
Read any magazine (paper/electronic version) in last 6 months	40,141	89.0%	98

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**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 2014 and 2019.





# Retail Market Potential

Russell Lamson Building  
 209 W 5th St, Waterloo, Iowa, 50701  
 Ring: 3 mile radius

Latitude: 42.49425  
 Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	33,055	73.3%	97
Went to family restaurant/steak house: 4+ times a month	12,171	27.0%	94
Went to fast food/drive-in restaurant in last 6 months	40,948	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	18,338	40.7%	101
Fast food/drive-in last 6 months: eat in	15,489	34.4%	94
Fast food/drive-in last 6 months: home delivery	4,014	8.9%	113
Fast food/drive-in last 6 months: take-out/drive-thru	21,524	47.7%	102
Fast food/drive-in last 6 months: take-out/walk-in	8,381	18.6%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	6,802	15.1%	71
Own any portable MP3 player	12,525	27.8%	83
HH owns 1 TV	5,355	21.5%	107
HH owns 2 TVs	6,745	27.1%	103
HH owns 3 TVs	5,222	21.0%	98
HH owns 4+ TVs	4,270	17.1%	87
HH subscribes to cable TV	14,080	56.5%	111
HH subscribes to fiber optic	1,063	4.3%	64
HH has satellite dish	5,105	20.5%	80
HH owns DVD/Blu-ray player	14,611	58.6%	95
HH owns camcorder	2,932	11.8%	75
HH owns portable GPS navigation device	5,260	21.1%	77
HH purchased video game system in last 12 mos	1,641	6.6%	71
HH owns Internet video device for TV	830	3.3%	76
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	18,470	41.0%	82
Took 3+ domestic non-business trips in last 12 months	4,621	10.2%	82
Spent on domestic vacations in last 12 months: <\$1,000	4,283	9.5%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,248	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,361	3.0%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,307	2.9%	76
Spent on domestic vacations in last 12 months: \$3,000+	1,857	4.1%	76
Domestic travel in the 12 months: used general travel website	2,772	6.1%	87
Foreign travel in last 3 years	6,286	13.9%	59
Took 3+ foreign trips by plane in last 3 years	1,164	2.6%	59
Spent on foreign vacations in last 12 months: <\$1,000	1,296	2.9%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,068	2.4%	78
Spent on foreign vacations in last 12 months: \$3,000+	1,359	3.0%	61
Foreign travel in last 3 years: used general travel website	1,747	3.9%	71
Nights spent in hotel/motel in last 12 months: any	15,324	34.0%	82
Took cruise of more than one day in last 3 years	3,042	6.7%	77
Member of any frequent flyer program	5,177	11.5%	69
Member of any hotel rewards program	5,044	11.2%	79

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# Retail Market Potential

Russell Lamson Building  
209 W 5th St, Waterloo, Iowa, 50701  
Ring: 5 mile radius

Latitude: 42.49425  
Longitude: -92.33879

Demographic Summary	2014	2019
Population	82,448	84,095
Population 18+	63,478	64,678
Households	35,085	35,950
Median Household Income	\$41,247	\$48,340

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	29,831	47.0%	97
Bought any women's clothing in last 12 months	28,730	45.3%	101
Bought clothing for child <13 years in last 6 months	16,774	26.4%	94
Bought any shoes in last 12 months	33,318	52.5%	96
Bought costume jewelry in last 12 months	12,709	20.0%	100
Bought any fine jewelry in last 12 months	11,933	18.8%	97
Bought a watch in last 12 months	6,605	10.4%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	29,337	83.6%	98
HH bought/leased new vehicle last 12 mo	2,622	7.5%	87
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	53,816	84.8%	100
Bought/changed motor oil in last 12 months	32,727	51.6%	104
Had tune-up in last 12 months	18,680	29.4%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	40,540	63.9%	97
Drank regular cola in last 6 months	31,093	49.0%	107
Drank beer/ale in last 6 months	26,449	41.7%	98
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	18,700	29.5%	91
Own digital single-lens reflex (SLR) camera	4,631	7.3%	85
Bought any camera in last 12 months	4,306	6.8%	94
Bought memory card for camera in last 12 months	4,003	6.3%	110
Printed digital photos in last 12 months	2,257	3.6%	105
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	23,926	37.7%	103
Have a smartphone	27,455	43.3%	89
Have an iPhone	8,558	13.5%	72
Number of cell phones in household: 1	12,971	37.0%	115
Number of cell phones in household: 2	12,598	35.9%	97
Number of cell phones in household: 3+	6,819	19.4%	77
HH has cell phone only (no landline telephone)	15,527	44.3%	117
<b>Computers (Households)</b>			
HH owns a computer	24,791	70.7%	92
HH owns desktop computer	16,018	45.7%	94
HH owns laptop/notebook	15,968	45.5%	89
Spent <\$500 on most recent home computer	5,041	14.4%	102
Spent \$500-\$999 on most recent home computer	7,150	20.4%	101
Spent \$1,000-\$1,499 on most recent home computer	3,176	9.1%	91
Spent \$1,500-\$1,999 on most recent home computer	1,366	3.9%	85
Spent \$2,000+ on most recent home computer	1,097	3.1%	81

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# Retail Market Potential

Russell Lamson Building  
 209 W 5th St, Waterloo, Iowa, 50701  
 Ring: 5 mile radius

Latitude: 42.49425  
 Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	39,821	62.7%	104
Bought brewed coffee at convenience store in last 30 days	10,283	16.2%	106
Bought cigarettes at convenience store in last 30 days	11,513	18.1%	138
Bought gas at convenience store in last 30 days	24,187	38.1%	115
Spent at convenience store in last 30 days: <\$20	5,130	8.1%	99
Spent at convenience store in last 30 days: \$20-\$39	5,487	8.6%	95
Spent at convenience store in last 30 days: \$40-\$50	4,864	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	3,415	5.4%	118
Spent at convenience store in last 30 days: \$100+	16,715	26.3%	114
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	37,034	58.3%	97
Went to live theater in last 12 months	7,146	11.3%	90
Went to a bar/night club in last 12 months	11,651	18.4%	107
Dined out in last 12 months	27,725	43.7%	97
Gambled at a casino in last 12 months	9,244	14.6%	99
Visited a theme park in last 12 months	9,657	15.2%	85
Viewed movie (video-on-demand) in last 30 days	9,431	14.9%	95
Viewed TV show (video-on-demand) in last 30 days	6,551	10.3%	84
Watched any pay-per-view TV in last 12 months	7,353	11.6%	88
Downloaded a movie over the Internet in last 30 days	3,784	6.0%	90
Downloaded any individual song in last 6 months	11,511	18.1%	88
Watched a movie online in the last 30 days	7,295	11.5%	85
Watched a TV program online in last 30 days	7,239	11.4%	85
Played a video/electronic game (console) in last 12 months	8,411	13.3%	116
Played a video/electronic game (portable) in last 12 months	3,212	5.1%	113
<b>Financial (Adults)</b>			
Have home mortgage (1st)	18,207	28.7%	91
Used ATM/cash machine in last 12 months	29,058	45.8%	94
Own any stock	4,505	7.1%	91
Own U.S. savings bond	3,319	5.2%	91
Own shares in mutual fund (stock)	4,443	7.0%	93
Own shares in mutual fund (bonds)	2,639	4.2%	84
Have interest checking account	17,006	26.8%	93
Have non-interest checking account	18,197	28.7%	102
Have savings account	32,477	51.2%	96
Have 401K retirement savings plan	8,091	12.7%	86
Own/used any credit/debit card in last 12 months	44,921	70.8%	96
Avg monthly credit card expenditures: <\$111	7,894	12.4%	105
Avg monthly credit card expenditures: \$111-\$225	3,582	5.6%	87
Avg monthly credit card expenditures: \$226-\$450	3,889	6.1%	97
Avg monthly credit card expenditures: \$451-\$700	3,159	5.0%	91
Avg monthly credit card expenditures: \$701-\$1,000	2,369	3.7%	86
Avg monthly credit card expenditures: \$1,001+	4,306	6.8%	74
Did banking online in last 12 months	19,744	31.1%	89
Did banking on mobile device in last 12 months	5,310	8.4%	81
Paid bills online in last 12 months	24,357	38.4%	92

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# Retail Market Potential

Russell Lamson Building  
 209 W 5th St, Waterloo, Iowa, 50701  
 Ring: 5 mile radius

Latitude: 42.49425  
 Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	46,758	73.7%	103
Used bread in last 6 months	60,630	95.5%	100
Used chicken (fresh or frozen) in last 6 mos	45,144	71.1%	100
Used turkey (fresh or frozen) in last 6 mos	11,910	18.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	34,706	54.7%	98
Used fresh fruit/vegetables in last 6 months	55,003	86.6%	100
Used fresh milk in last 6 months	57,669	90.8%	101
Used organic food in last 6 months	11,016	17.4%	88
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	16,785	26.4%	93
Exercise at club 2+ times per week	6,075	9.6%	74
Visited a doctor in last 12 months	47,774	75.3%	100
Used vitamin/dietary supplement in last 6 months	32,443	51.1%	95
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,637	24.6%	89
Used housekeeper/maid/professional HH cleaning service in last 12	3,621	10.3%	79
Purchased low ticket HH furnishings in last 12 months	5,345	15.2%	98
Purchased big ticket HH furnishings in last 12 months	7,012	20.0%	95
Purchased bedding/bath goods in last 12 months	18,221	51.9%	97
Purchased cooking/serving product in last 12 months	8,057	23.0%	94
Bought any small kitchen appliance in last 12 months	7,607	21.7%	97
Bought any large kitchen appliance in last 12 months	4,459	12.7%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	28,567	45.0%	104
Carry medical/hospital/accident insurance	40,317	63.5%	99
Carry homeowner insurance	29,465	46.4%	97
Carry renter's insurance	5,504	8.7%	117
Have auto insurance: 1 vehicle in household covered	12,587	35.9%	114
Have auto insurance: 2 vehicles in household covered	8,912	25.4%	91
Have auto insurance: 3+ vehicles in household covered	6,348	18.1%	82
<b>Pets (Households)</b>			
Household owns any pet	18,153	51.7%	97
Household owns any cat	8,299	23.7%	104
Household owns any dog	13,233	37.7%	95
<b>Psychographics (Adults)</b>			
Buying American is important to me	30,195	47.6%	111
Usually buy items on credit rather than wait	6,882	10.8%	95
Usually buy based on quality - not price	11,051	17.4%	97
Price is usually more important than brand name	18,483	29.1%	106
Usually use coupons for brands I buy often	13,179	20.8%	110
Am interested in how to help the environment	10,175	16.0%	96
Usually pay more for environ safe product	7,668	12.1%	96
Usually value green products over convenience	5,891	9.3%	91
Likely to buy a brand that supports a charity	21,622	34.1%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,992	9.4%	85
Bought hardcover book in last 12 months	13,050	20.6%	92
Bought paperback book in last 12 month	19,591	30.9%	91
Read any daily newspaper (paper version)	19,401	30.6%	108
Read any digital newspaper in last 30 days	18,018	28.4%	91
Read any magazine (paper/electronic version) in last 6 months	57,053	89.9%	99

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# Retail Market Potential

Russell Lamson Building  
 209 W 5th St, Waterloo, Iowa, 50701  
 Ring: 5 mile radius

Latitude: 42.49425  
 Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	47,634	75.0%	99
Went to family restaurant/steak house: 4+ times a month	18,024	28.4%	99
Went to fast food/drive-in restaurant in last 6 months	58,033	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	26,185	41.3%	102
Fast food/drive-in last 6 months: eat in	22,558	35.5%	98
Fast food/drive-in last 6 months: home delivery	5,696	9.0%	114
Fast food/drive-in last 6 months: take-out/drive-thru	31,107	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	11,995	18.9%	97
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	10,574	16.7%	79
Own any portable MP3 player	18,484	29.1%	87
HH owns 1 TV	7,385	21.0%	105
HH owns 2 TVs	9,541	27.2%	103
HH owns 3 TVs	7,443	21.2%	99
HH owns 4+ TVs	6,297	17.9%	91
HH subscribes to cable TV	19,885	56.7%	111
HH subscribes to fiber optic	1,486	4.2%	64
HH has satellite dish	7,406	21.1%	83
HH owns DVD/Blu-ray player	21,053	60.0%	97
HH owns camcorder	4,450	12.7%	81
HH owns portable GPS navigation device	8,228	23.5%	85
HH purchased video game system in last 12 mos	2,375	6.8%	73
HH owns Internet video device for TV	1,217	3.5%	80
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	28,036	44.2%	88
Took 3+ domestic non-business trips in last 12 months	6,961	11.0%	88
Spent on domestic vacations in last 12 months: <\$1,000	6,356	10.0%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,361	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,055	3.2%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,051	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	2,779	4.4%	80
Domestic travel in the 12 months: used general travel website	4,002	6.3%	90
Foreign travel in last 3 years	10,101	15.9%	67
Took 3+ foreign trips by plane in last 3 years	1,734	2.7%	63
Spent on foreign vacations in last 12 months: <\$1,000	1,911	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,592	2.5%	82
Spent on foreign vacations in last 12 months: \$3,000+	2,075	3.3%	66
Foreign travel in last 3 years: used general travel website	2,597	4.1%	75
Nights spent in hotel/motel in last 12 months: any	23,249	36.6%	89
Took cruise of more than one day in last 3 years	4,586	7.2%	83
Member of any frequent flyer program	7,760	12.2%	73
Member of any hotel rewards program	7,577	11.9%	85

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