



Retail Market Potential

200 1st Ave NE, Cedar Rapids, Iowa, 52401
Ring: 1 mile radius

Prepared by Esri
Latitude: 41.97881
Longitude: -91.66866

Demographic Summary	2015	2020
Population	8,021	8,466
Population 18+	6,574	6,962
Households	2,889	3,122
Median Household Income	\$30,119	\$33,431

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,995	45.6%	94
Bought any women's clothing in last 12 months	2,813	42.8%	95
Bought clothing for child <13 years in last 6 months	1,486	22.6%	81
Bought any shoes in last 12 months	3,363	51.2%	94
Bought costume jewelry in last 12 months	1,237	18.8%	94
Bought any fine jewelry in last 12 months	1,256	19.1%	98
Bought a watch in last 12 months	650	9.9%	86
Automobiles (Households)			
HH owns/leases any vehicle	2,164	74.9%	88
HH bought/leased new vehicle last 12 mo	183	6.3%	73
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,177	78.7%	93
Bought/changed motor oil in last 12 months	3,171	48.2%	97
Had tune-up in last 12 months	1,926	29.3%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,005	60.9%	93
Drank regular cola in last 6 months	3,288	50.0%	109
Drank beer/ale in last 6 months	2,613	39.7%	94
Cameras (Adults)			
Own digital point & shoot camera	1,565	23.8%	74
Own digital single-lens reflex (SLR) camera	525	8.0%	93
Bought any camera in last 12 months	442	6.7%	93
Bought memory card for camera in last 12 months	381	5.8%	101
Printed digital photos in last 12 months	197	3.0%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,600	39.5%	108
Have a smartphone	2,921	44.4%	91
Have an iPhone	792	12.0%	65
Number of cell phones in household: 1	1,219	42.2%	131
Number of cell phones in household: 2	980	33.9%	92
Number of cell phones in household: 3+	419	14.5%	58
HH has cell phone only (no landline telephone)	1,442	49.9%	132
Computers (Households)			
HH owns a computer	1,802	62.4%	82
HH owns desktop computer	1,101	38.1%	78
HH owns laptop/notebook	1,163	40.3%	79
Spent <\$500 on most recent home computer	391	13.5%	96
Spent \$500-\$999 on most recent home computer	480	16.6%	82
Spent \$1,000-\$1,499 on most recent home computer	230	8.0%	80
Spent \$1,500-\$1,999 on most recent home computer	105	3.6%	79
Spent \$2,000+ on most recent home computer	95	3.3%	85

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 2015 and 2020.

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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 mos	4,091	62.2%	103
Bought brewed coffee at convenience store in last 30 days	965	14.7%	96
Bought cigarettes at convenience store in last 30 days	1,228	18.7%	142
Bought gas at convenience store in last 30 days	2,343	35.6%	107
Spent at convenience store in last 30 days: <\$20	597	9.1%	111
Spent at convenience store in last 30 days: \$20-\$39	611	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	454	6.9%	90
Spent at convenience store in last 30 days: \$51-\$99	333	5.1%	111
Spent at convenience store in last 30 days: \$100+	1,690	25.7%	111
Entertainment (Adults)			
Attended a movie in last 6 months	3,798	57.8%	96
Went to live theater in last 12 months	708	10.8%	86
Went to a bar/night club in last 12 months	1,273	19.4%	113
Dined out in last 12 months	2,478	37.7%	84
Gambled at a casino in last 12 months	793	12.1%	82
Visited a theme park in last 12 months	990	15.1%	84
Viewed movie (video-on-demand) in last 30 days	972	14.8%	95
Viewed TV show (video-on-demand) in last 30 days	718	10.9%	89
Watched any pay-per-view TV in last 12 months	631	9.6%	73
Downloaded a movie over the Internet in last 30 days	514	7.8%	118
Downloaded any individual song in last 6 months	1,254	19.1%	93
Watched a movie online in the last 30 days	996	15.2%	112
Watched a TV program online in last 30 days	897	13.6%	101
Played a video/electronic game (console) in last 12 months	1,039	15.8%	139
Played a video/electronic game (portable) in last 12 months	336	5.1%	114
Financial (Adults)			
Have home mortgage (1st)	1,504	22.9%	72
Used ATM/cash machine in last 12 months	2,908	44.2%	91
Own any stock	379	5.8%	74
Own U.S. savings bond	290	4.4%	77
Own shares in mutual fund (stock)	348	5.3%	70
Own shares in mutual fund (bonds)	199	3.0%	61
Have interest checking account	1,441	21.9%	76
Have non-interest checking account	1,753	26.7%	94
Have savings account	3,054	46.5%	87
Have 401K retirement savings plan	637	9.7%	66
Own/used any credit/debit card in last 12 months	4,398	66.9%	91
Avg monthly credit card expenditures: <\$111	884	13.4%	113
Avg monthly credit card expenditures: \$111-\$225	391	5.9%	92
Avg monthly credit card expenditures: \$226-\$450	330	5.0%	79
Avg monthly credit card expenditures: \$451-\$700	253	3.8%	71
Avg monthly credit card expenditures: \$701-\$1,000	222	3.4%	78
Avg monthly credit card expenditures: \$1,001+	406	6.2%	67
Did banking online in last 12 months	1,888	28.7%	82
Did banking on mobile device in last 12 months	640	9.7%	94
Paid bills online in last 12 months	2,375	36.1%	86

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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	4,516	68.7%	96
Used bread in last 6 months	6,199	94.3%	99
Used chicken (fresh or frozen) in last 6 mos	4,475	68.1%	95
Used turkey (fresh or frozen) in last 6 mos	1,157	17.6%	96
Used fish/seafood (fresh or frozen) in last 6 months	3,327	50.6%	90
Used fresh fruit/vegetables in last 6 months	5,494	83.6%	96
Used fresh milk in last 6 months	5,827	88.6%	99
Used organic food in last 6 months	1,068	16.2%	82
Health (Adults)			
Exercise at home 2+ times per week	1,651	25.1%	88
Exercise at club 2+ times per week	655	10.0%	77
Visited a doctor in last 12 months	4,711	71.7%	95
Used vitamin/dietary supplement in last 6 months	3,241	49.3%	92
Home (Households)			
Any home improvement in last 12 months	503	17.4%	63
Used housekeeper/maid/professional HH cleaning service in last 12	223	7.7%	59
Purchased low ticket HH furnishings in last 12 months	365	12.6%	81
Purchased big ticket HH furnishings in last 12 months	556	19.2%	91
Purchased bedding/bath goods in last 12 months	1,446	50.1%	94
Purchased cooking/serving product in last 12 months	636	22.0%	90
Bought any small kitchen appliance in last 12 months	595	20.6%	92
Bought any large kitchen appliance in last 12 months	323	11.2%	87
Insurance (Adults/Households)			
Currently carry life insurance	2,475	37.6%	87
Carry medical/hospital/accident insurance	3,889	59.2%	92
Carry homeowner insurance	2,185	33.2%	70
Carry renter's insurance	669	10.2%	138
Have auto insurance: 1 vehicle in household covered	1,108	38.4%	122
Have auto insurance: 2 vehicles in household covered	621	21.5%	77
Have auto insurance: 3+ vehicles in household covered	362	12.5%	57
Pets (Households)			
Household owns any pet	1,311	45.4%	85
Household owns any cat	616	21.3%	94
Household owns any dog	906	31.4%	79
Psychographics (Adults)			
Buying American is important to me	3,011	45.8%	107
Usually buy items on credit rather than wait	721	11.0%	96
Usually buy based on quality - not price	1,202	18.3%	102
Price is usually more important than brand name	1,925	29.3%	107
Usually use coupons for brands I buy often	1,325	20.2%	107
Am interested in how to help the environment	1,177	17.9%	107
Usually pay more for environ safe product	877	13.3%	106
Usually value green products over convenience	759	11.5%	113
Likely to buy a brand that supports a charity	2,220	33.8%	99
Reading (Adults)			
Bought digital book in last 12 months	616	9.4%	84
Bought hardcover book in last 12 months	1,326	20.2%	90
Bought paperback book in last 12 month	2,029	30.9%	91
Read any daily newspaper (paper version)	1,733	26.4%	94
Read any digital newspaper in last 30 days	2,012	30.6%	98
Read any magazine (paper/electronic version) in last 6 months	5,859	89.1%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,573	69.6%	92
Went to family restaurant/steak house: 4+ times a month	1,647	25.1%	87
Went to fast food/drive-in restaurant in last 6 months	5,813	88.4%	98
Went to fast food/drive-in restaurant 9+ times/mo	2,666	40.6%	100
Fast food/drive-in last 6 months: eat in	2,110	32.1%	88
Fast food/drive-in last 6 months: home delivery	555	8.4%	108
Fast food/drive-in last 6 months: take-out/drive-thru	3,040	46.2%	99
Fast food/drive-in last 6 months: take-out/walk-in	1,155	17.6%	90
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,008	15.3%	72
Own any portable MP3 player	2,008	30.5%	91
HH owns 1 TV	728	25.2%	125
HH owns 2 TVs	819	28.3%	108
HH owns 3 TVs	530	18.3%	85
HH owns 4+ TVs	376	13.0%	66
HH subscribes to cable TV	1,651	57.1%	112
HH subscribes to fiber optic	126	4.4%	65
HH has satellite dish	477	16.5%	65
HH owns DVD/Blu-ray player	1,572	54.4%	88
HH owns camcorder	263	9.1%	58
HH owns portable GPS navigation device	476	16.5%	60
HH purchased video game system in last 12 mos	191	6.6%	72
HH owns Internet video device for TV	89	3.1%	71
Travel (Adults)			
Domestic travel in last 12 months	2,489	37.9%	75
Took 3+ domestic non-business trips in last 12 months	675	10.3%	82
Spent on domestic vacations in last 12 months: <\$1,000	645	9.8%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	351	5.3%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	160	2.4%	69
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	186	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	257	3.9%	72
Domestic travel in the 12 months: used general travel website	375	5.7%	81
Foreign travel in last 3 years	915	13.9%	59
Took 3+ foreign trips by plane in last 3 years	157	2.4%	55
Spent on foreign vacations in last 12 months: <\$1,000	174	2.6%	63
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	131	2.0%	65
Spent on foreign vacations in last 12 months: \$3,000+	218	3.3%	67
Foreign travel in last 3 years: used general travel website	242	3.7%	67
Nights spent in hotel/motel in last 12 months: any	1,905	29.0%	70
Took cruise of more than one day in last 3 years	477	7.3%	83
Member of any frequent flyer program	759	11.5%	69
Member of any hotel rewards program	661	10.1%	71

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Demographic Summary		2015	2020
Population		73,624	75,023
Population 18+		57,863	59,078
Households		31,678	32,419
Median Household Income		\$49,977	\$55,838

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	28,332	49.0%	101
Bought any women's clothing in last 12 months	26,064	45.0%	100
Bought clothing for child <13 years in last 6 months	14,965	25.9%	92
Bought any shoes in last 12 months	31,300	54.1%	99
Bought costume jewelry in last 12 months	11,766	20.3%	102
Bought any fine jewelry in last 12 months	10,777	18.6%	96
Bought a watch in last 12 months	6,203	10.7%	93
Automobiles (Households)			
HH owns/leases any vehicle	27,232	86.0%	101
HH bought/leased new vehicle last 12 mo	2,653	8.4%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	50,152	86.7%	102
Bought/changed motor oil in last 12 months	30,067	52.0%	105
Had tune-up in last 12 months	17,765	30.7%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	36,809	63.6%	97
Drank regular cola in last 6 months	27,688	47.9%	104
Drank beer/ale in last 6 months	25,790	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	18,106	31.3%	97
Own digital single-lens reflex (SLR) camera	4,894	8.5%	98
Bought any camera in last 12 months	3,936	6.8%	94
Bought memory card for camera in last 12 months	3,578	6.2%	107
Printed digital photos in last 12 months	1,935	3.3%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	21,905	37.9%	104
Have a smartphone	27,475	47.5%	97
Have an iPhone	9,386	16.2%	87
Number of cell phones in household: 1	11,642	36.8%	114
Number of cell phones in household: 2	11,653	36.8%	100
Number of cell phones in household: 3+	6,379	20.1%	80
HH has cell phone only (no landline telephone)	14,315	45.2%	119
Computers (Households)			
HH owns a computer	23,900	75.4%	99
HH owns desktop computer	14,956	47.2%	97
HH owns laptop/notebook	15,858	50.1%	98
Spent <\$500 on most recent home computer	4,835	15.3%	108
Spent \$500-\$999 on most recent home computer	6,759	21.3%	105
Spent \$1,000-\$1,499 on most recent home computer	3,015	9.5%	95
Spent \$1,500-\$1,999 on most recent home computer	1,371	4.3%	94
Spent \$2,000+ on most recent home computer	1,194	3.8%	98

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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 mos	37,271	64.4%	106
Bought brewed coffee at convenience store in last 30 days	9,666	16.7%	109
Bought cigarettes at convenience store in last 30 days	9,603	16.6%	126
Bought gas at convenience store in last 30 days	21,428	37.0%	111
Spent at convenience store in last 30 days: <\$20	5,155	8.9%	109
Spent at convenience store in last 30 days: \$20-\$39	5,301	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	4,599	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	2,842	4.9%	108
Spent at convenience store in last 30 days: \$100+	15,193	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	35,505	61.4%	102
Went to live theater in last 12 months	7,412	12.8%	102
Went to a bar/night club in last 12 months	11,312	19.5%	114
Dined out in last 12 months	26,572	45.9%	102
Gambled at a casino in last 12 months	8,458	14.6%	99
Visited a theme park in last 12 months	9,236	16.0%	89
Viewed movie (video-on-demand) in last 30 days	9,369	16.2%	104
Viewed TV show (video-on-demand) in last 30 days	6,787	11.7%	96
Watched any pay-per-view TV in last 12 months	7,006	12.1%	92
Downloaded a movie over the Internet in last 30 days	3,871	6.7%	101
Downloaded any individual song in last 6 months	11,418	19.7%	96
Watched a movie online in the last 30 days	7,681	13.3%	98
Watched a TV program online in last 30 days	8,005	13.8%	103
Played a video/electronic game (console) in last 12 months	7,585	13.1%	115
Played a video/electronic game (portable) in last 12 months	2,727	4.7%	105
Financial (Adults)			
Have home mortgage (1st)	17,682	30.6%	96
Used ATM/cash machine in last 12 months	28,671	49.5%	102
Own any stock	4,243	7.3%	94
Own U.S. savings bond	3,143	5.4%	95
Own shares in mutual fund (stock)	4,314	7.5%	99
Own shares in mutual fund (bonds)	2,712	4.7%	95
Have interest checking account	16,344	28.2%	98
Have non-interest checking account	16,898	29.2%	103
Have savings account	31,374	54.2%	101
Have 401K retirement savings plan	8,237	14.2%	96
Own/used any credit/debit card in last 12 months	43,139	74.6%	101
Avg monthly credit card expenditures: <\$111	7,577	13.1%	110
Avg monthly credit card expenditures: \$111-\$225	3,353	5.8%	89
Avg monthly credit card expenditures: \$226-\$450	3,727	6.4%	102
Avg monthly credit card expenditures: \$451-\$700	2,959	5.1%	94
Avg monthly credit card expenditures: \$701-\$1,000	2,269	3.9%	90
Avg monthly credit card expenditures: \$1,001+	4,331	7.5%	82
Did banking online in last 12 months	20,390	35.2%	100
Did banking on mobile device in last 12 months	5,893	10.2%	98
Paid bills online in last 12 months	24,631	42.6%	102

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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	41,878	72.4%	101
Used bread in last 6 months	55,264	95.5%	100
Used chicken (fresh or frozen) in last 6 mos	41,101	71.0%	100
Used turkey (fresh or frozen) in last 6 mos	10,560	18.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	30,916	53.4%	95
Used fresh fruit/vegetables in last 6 months	50,310	86.9%	100
Used fresh milk in last 6 months	52,357	90.5%	101
Used organic food in last 6 months	10,511	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	16,526	28.6%	100
Exercise at club 2+ times per week	6,804	11.8%	91
Visited a doctor in last 12 months	43,605	75.4%	100
Used vitamin/dietary supplement in last 6 months	30,542	52.8%	99
Home (Households)			
Any home improvement in last 12 months	8,093	25.5%	93
Used housekeeper/maid/professional HH cleaning service in last 12	3,647	11.5%	88
Purchased low ticket HH furnishings in last 12 months	4,926	15.6%	100
Purchased big ticket HH furnishings in last 12 months	6,588	20.8%	99
Purchased bedding/bath goods in last 12 months	16,603	52.4%	98
Purchased cooking/serving product in last 12 months	7,378	23.3%	96
Bought any small kitchen appliance in last 12 months	7,049	22.3%	100
Bought any large kitchen appliance in last 12 months	3,964	12.5%	97
Insurance (Adults/Households)			
Currently carry life insurance	26,083	45.1%	104
Carry medical/hospital/accident insurance	37,789	65.3%	101
Carry homeowner insurance	27,015	46.7%	98
Carry renter's insurance	5,359	9.3%	125
Have auto insurance: 1 vehicle in household covered	11,443	36.1%	115
Have auto insurance: 2 vehicles in household covered	8,613	27.2%	97
Have auto insurance: 3+ vehicles in household covered	5,762	18.2%	83
Pets (Households)			
Household owns any pet	16,737	52.8%	99
Household owns any cat	7,839	24.7%	109
Household owns any dog	11,847	37.4%	94
Psychographics (Adults)			
Buying American is important to me	26,741	46.2%	108
Usually buy items on credit rather than wait	6,318	10.9%	96
Usually buy based on quality - not price	9,982	17.3%	96
Price is usually more important than brand name	16,536	28.6%	104
Usually use coupons for brands I buy often	11,638	20.1%	107
Am interested in how to help the environment	9,468	16.4%	98
Usually pay more for environ safe product	7,220	12.5%	99
Usually value green products over convenience	5,659	9.8%	96
Likely to buy a brand that supports a charity	19,808	34.2%	100
Reading (Adults)			
Bought digital book in last 12 months	6,472	11.2%	100
Bought hardcover book in last 12 months	12,611	21.8%	97
Bought paperback book in last 12 month	19,038	32.9%	97
Read any daily newspaper (paper version)	17,397	30.1%	107
Read any digital newspaper in last 30 days	19,012	32.9%	105
Read any magazine (paper/electronic version) in last 6 months	52,930	91.5%	101

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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 2015 and 2020.

December 11, 2015



Retail Market Potential

200 1st Ave NE, Cedar Rapids, Iowa, 52401
Ring: 3 mile radius

Prepared by Esri
Latitude: 41.97881
Longitude: -91.66866

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	44,323	76.6%	101
Went to family restaurant/steak house: 4+ times a month	16,868	29.2%	101
Went to fast food/drive-in restaurant in last 6 months	53,085	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	24,210	41.8%	103
Fast food/drive-in last 6 months: eat in	20,834	36.0%	99
Fast food/drive-in last 6 months: home delivery	5,265	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	29,105	50.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	11,374	19.7%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,789	20.4%	96
Own any portable MP3 player	18,840	32.6%	97
HH owns 1 TV	6,690	21.1%	105
HH owns 2 TVs	8,657	27.3%	104
HH owns 3 TVs	6,639	21.0%	98
HH owns 4+ TVs	5,769	18.2%	92
HH subscribes to cable TV	17,680	55.8%	110
HH subscribes to fiber optic	1,702	5.4%	81
HH has satellite dish	6,490	20.5%	80
HH owns DVD/Blu-ray player	19,697	62.2%	101
HH owns camcorder	4,128	13.0%	84
HH owns portable GPS navigation device	8,047	25.4%	92
HH purchased video game system in last 12 mos	2,333	7.4%	80
HH owns Internet video device for TV	1,218	3.8%	88
Travel (Adults)			
Domestic travel in last 12 months	27,849	48.1%	96
Took 3+ domestic non-business trips in last 12 months	6,947	12.0%	96
Spent on domestic vacations in last 12 months: <\$1,000	6,626	11.5%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,316	5.7%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,815	3.1%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,872	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	2,678	4.6%	85
Domestic travel in the 12 months: used general travel website	3,916	6.8%	96
Foreign travel in last 3 years	11,266	19.5%	82
Took 3+ foreign trips by plane in last 3 years	1,906	3.3%	75
Spent on foreign vacations in last 12 months: <\$1,000	1,929	3.3%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,396	2.4%	79
Spent on foreign vacations in last 12 months: \$3,000+	2,213	3.8%	78
Foreign travel in last 3 years: used general travel website	2,569	4.4%	81
Nights spent in hotel/motel in last 12 months: any	22,957	39.7%	96
Took cruise of more than one day in last 3 years	4,520	7.8%	89
Member of any frequent flyer program	8,176	14.1%	85
Member of any hotel rewards program	7,371	12.7%	90

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December 11, 2015



Retail Market Potential

200 1st Ave NE, Cedar Rapids, Iowa, 52401
Ring: 5 mile radius

Prepared by Esri
Latitude: 41.97881
Longitude: -91.66866

Demographic Summary		2015	2020
Population		135,067	138,102
Population 18+		105,140	107,853
Households		58,260	59,755
Median Household Income		\$51,547	\$58,959

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	51,965	49.4%	102
Bought any women's clothing in last 12 months	47,745	45.4%	101
Bought clothing for child <13 years in last 6 months	27,496	26.2%	93
Bought any shoes in last 12 months	57,796	55.0%	101
Bought costume jewelry in last 12 months	21,881	20.8%	104
Bought any fine jewelry in last 12 months	19,975	19.0%	98
Bought a watch in last 12 months	11,712	11.1%	97
Automobiles (Households)			
HH owns/leases any vehicle	50,763	87.1%	102
HH bought/leased new vehicle last 12 mo	5,117	8.8%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	92,128	87.6%	103
Bought/changed motor oil in last 12 months	53,999	51.4%	103
Had tune-up in last 12 months	32,538	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	66,938	63.7%	97
Drank regular cola in last 6 months	49,142	46.7%	102
Drank beer/ale in last 6 months	47,070	44.8%	106
Cameras (Adults)			
Own digital point & shoot camera	34,015	32.4%	100
Own digital single-lens reflex (SLR) camera	9,457	9.0%	105
Bought any camera in last 12 months	7,284	6.9%	96
Bought memory card for camera in last 12 months	6,593	6.3%	109
Printed digital photos in last 12 months	3,528	3.4%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	40,221	38.3%	105
Have a smartphone	52,356	49.8%	102
Have an iPhone	18,874	18.0%	96
Number of cell phones in household: 1	20,137	34.6%	108
Number of cell phones in household: 2	21,801	37.4%	101
Number of cell phones in household: 3+	12,888	22.1%	88
HH has cell phone only (no landline telephone)	26,047	44.7%	118
Computers (Households)			
HH owns a computer	45,304	77.8%	102
HH owns desktop computer	27,993	48.0%	99
HH owns laptop/notebook	30,508	52.4%	102
Spent <\$500 on most recent home computer	8,877	15.2%	108
Spent \$500-\$999 on most recent home computer	12,587	21.6%	107
Spent \$1,000-\$1,499 on most recent home computer	5,995	10.3%	103
Spent \$1,500-\$1,999 on most recent home computer	2,670	4.6%	99
Spent \$2,000+ on most recent home computer	2,275	3.9%	101

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December 11, 2015



Retail Market Potential

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Ring: 5 mile radius

Prepared by Esri
Latitude: 41.97881
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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 mos	67,583	64.3%	106
Bought brewed coffee at convenience store in last 30 days	16,936	16.1%	105
Bought cigarettes at convenience store in last 30 days	16,267	15.5%	118
Bought gas at convenience store in last 30 days	38,970	37.1%	112
Spent at convenience store in last 30 days: <\$20	9,354	8.9%	108
Spent at convenience store in last 30 days: \$20-\$39	9,857	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	8,280	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	5,075	4.8%	106
Spent at convenience store in last 30 days: \$100+	27,097	25.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	65,886	62.7%	104
Went to live theater in last 12 months	13,745	13.1%	104
Went to a bar/night club in last 12 months	20,543	19.5%	114
Dined out in last 12 months	49,755	47.3%	105
Gambled at a casino in last 12 months	15,119	14.4%	98
Visited a theme park in last 12 months	17,711	16.8%	94
Viewed movie (video-on-demand) in last 30 days	17,474	16.6%	106
Viewed TV show (video-on-demand) in last 30 days	12,900	12.3%	100
Watched any pay-per-view TV in last 12 months	12,916	12.3%	94
Downloaded a movie over the Internet in last 30 days	7,736	7.4%	111
Downloaded any individual song in last 6 months	22,426	21.3%	104
Watched a movie online in the last 30 days	15,133	14.4%	106
Watched a TV program online in last 30 days	15,608	14.8%	110
Played a video/electronic game (console) in last 12 months	13,723	13.1%	114
Played a video/electronic game (portable) in last 12 months	4,888	4.6%	104
Financial (Adults)			
Have home mortgage (1st)	33,918	32.3%	102
Used ATM/cash machine in last 12 months	53,928	51.3%	105
Own any stock	8,133	7.7%	99
Own U.S. savings bond	5,970	5.7%	99
Own shares in mutual fund (stock)	7,904	7.5%	100
Own shares in mutual fund (bonds)	5,129	4.9%	99
Have interest checking account	31,009	29.5%	102
Have non-interest checking account	31,145	29.6%	105
Have savings account	58,753	55.9%	104
Have 401K retirement savings plan	15,979	15.2%	103
Own/used any credit/debit card in last 12 months	80,392	76.5%	104
Avg monthly credit card expenditures: <\$111	14,042	13.4%	113
Avg monthly credit card expenditures: \$111-\$225	6,726	6.4%	99
Avg monthly credit card expenditures: \$226-\$450	6,831	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	5,553	5.3%	97
Avg monthly credit card expenditures: \$701-\$1,000	4,372	4.2%	96
Avg monthly credit card expenditures: \$1,001+	8,605	8.2%	89
Did banking online in last 12 months	39,684	37.7%	107
Did banking on mobile device in last 12 months	11,808	11.2%	108
Paid bills online in last 12 months	46,874	44.6%	107

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Retail Market Potential

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Ring: 5 mile radius

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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	75,558	71.9%	101
Used bread in last 6 months	100,464	95.6%	101
Used chicken (fresh or frozen) in last 6 mos	74,940	71.3%	100
Used turkey (fresh or frozen) in last 6 mos	19,014	18.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	56,112	53.4%	95
Used fresh fruit/vegetables in last 6 months	91,199	86.7%	100
Used fresh milk in last 6 months	95,257	90.6%	101
Used organic food in last 6 months	19,115	18.2%	92
Health (Adults)			
Exercise at home 2+ times per week	31,082	29.6%	103
Exercise at club 2+ times per week	13,737	13.1%	101
Visited a doctor in last 12 months	79,477	75.6%	100
Used vitamin/dietary supplement in last 6 months	56,109	53.4%	100
Home (Households)			
Any home improvement in last 12 months	15,338	26.3%	95
Used housekeeper/maid/professional HH cleaning service in last 12	7,091	12.2%	93
Purchased low ticket HH furnishings in last 12 months	9,335	16.0%	103
Purchased big ticket HH furnishings in last 12 months	12,552	21.5%	102
Purchased bedding/bath goods in last 12 months	30,952	53.1%	100
Purchased cooking/serving product in last 12 months	13,989	24.0%	99
Bought any small kitchen appliance in last 12 months	13,353	22.9%	103
Bought any large kitchen appliance in last 12 months	7,514	12.9%	100
Insurance (Adults/Households)			
Currently carry life insurance	47,579	45.3%	104
Carry medical/hospital/accident insurance	69,057	65.7%	102
Carry homeowner insurance	50,091	47.6%	100
Carry renter's insurance	9,639	9.2%	124
Have auto insurance: 1 vehicle in household covered	20,316	34.9%	111
Have auto insurance: 2 vehicles in household covered	16,419	28.2%	101
Have auto insurance: 3+ vehicles in household covered	11,490	19.7%	90
Pets (Households)			
Household owns any pet	30,847	52.9%	100
Household owns any cat	14,166	24.3%	107
Household owns any dog	22,005	37.8%	95
Psychographics (Adults)			
Buying American is important to me	47,601	45.3%	105
Usually buy items on credit rather than wait	11,160	10.6%	93
Usually buy based on quality - not price	18,280	17.4%	97
Price is usually more important than brand name	29,477	28.0%	102
Usually use coupons for brands I buy often	20,533	19.5%	104
Am interested in how to help the environment	17,162	16.3%	98
Usually pay more for environ safe product	12,804	12.2%	96
Usually value green products over convenience	10,147	9.7%	95
Likely to buy a brand that supports a charity	35,786	34.0%	99
Reading (Adults)			
Bought digital book in last 12 months	12,567	12.0%	107
Bought hardcover book in last 12 months	23,981	22.8%	101
Bought paperback book in last 12 month	36,002	34.2%	101
Read any daily newspaper (paper version)	30,749	29.2%	104
Read any digital newspaper in last 30 days	36,094	34.3%	110
Read any magazine (paper/electronic version) in last 6 months	96,581	91.9%	101

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December 11, 2015



Retail Market Potential

200 1st Ave NE, Cedar Rapids, Iowa, 52401
Ring: 5 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	81,894	77.9%	103
Went to family restaurant/steak house: 4+ times a month	31,821	30.3%	105
Went to fast food/drive-in restaurant in last 6 months	96,537	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	44,729	42.5%	105
Fast food/drive-in last 6 months: eat in	38,785	36.9%	101
Fast food/drive-in last 6 months: home delivery	9,391	8.9%	114
Fast food/drive-in last 6 months: take-out/drive-thru	53,920	51.3%	109
Fast food/drive-in last 6 months: take-out/walk-in	21,016	20.0%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	23,083	22.0%	104
Own any portable MP3 player	36,683	34.9%	104
HH owns 1 TV	12,108	20.8%	103
HH owns 2 TVs	15,777	27.1%	103
HH owns 3 TVs	12,252	21.0%	98
HH owns 4+ TVs	11,007	18.9%	96
HH subscribes to cable TV	32,390	55.6%	109
HH subscribes to fiber optic	3,300	5.7%	85
HH has satellite dish	12,073	20.7%	81
HH owns DVD/Blu-ray player	36,878	63.3%	102
HH owns camcorder	8,236	14.1%	91
HH owns portable GPS navigation device	15,666	26.9%	97
HH purchased video game system in last 12 mos	4,529	7.8%	84
HH owns Internet video device for TV	2,354	4.0%	93
Travel (Adults)			
Domestic travel in last 12 months	52,981	50.4%	100
Took 3+ domestic non-business trips in last 12 months	13,389	12.7%	102
Spent on domestic vacations in last 12 months: <\$1,000	12,231	11.6%	104
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,084	5.8%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,569	3.4%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,779	3.6%	94
Spent on domestic vacations in last 12 months: \$3,000+	5,465	5.2%	95
Domestic travel in the 12 months: used general travel website	7,205	6.9%	97
Foreign travel in last 3 years	22,275	21.2%	89
Took 3+ foreign trips by plane in last 3 years	3,694	3.5%	80
Spent on foreign vacations in last 12 months: <\$1,000	3,854	3.7%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,733	2.6%	85
Spent on foreign vacations in last 12 months: \$3,000+	4,443	4.2%	86
Foreign travel in last 3 years: used general travel website	4,919	4.7%	86
Nights spent in hotel/motel in last 12 months: any	43,754	41.6%	101
Took cruise of more than one day in last 3 years	9,045	8.6%	98
Member of any frequent flyer program	16,500	15.7%	94
Member of any hotel rewards program	14,381	13.7%	97

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