



Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
Ring: 1 mile radius

Prepared by Esri
Latitude: 41.52237
Longitude: -90.57705

Demographic Summary	2015	2020
Population	10,284	10,858
Population 18+	8,039	8,516
Households	4,249	4,546
Median Household Income	\$16,535	\$16,262

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,301	41.1%	85
Bought any women's clothing in last 12 months	3,308	41.1%	92
Bought clothing for child <13 years in last 6 months	1,855	23.1%	82
Bought any shoes in last 12 months	3,694	46.0%	84
Bought costume jewelry in last 12 months	1,498	18.6%	93
Bought any fine jewelry in last 12 months	1,393	17.3%	89
Bought a watch in last 12 months	598	7.4%	65
Automobiles (Households)			
HH owns/leases any vehicle	2,795	65.8%	77
HH bought/leased new vehicle last 12 mo	220	5.2%	60
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,413	67.3%	79
Bought/changed motor oil in last 12 months	3,579	44.5%	90
Had tune-up in last 12 months	2,036	25.3%	84
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,898	60.9%	93
Drank regular cola in last 6 months	4,015	49.9%	109
Drank beer/ale in last 6 months	2,740	34.1%	81
Cameras (Adults)			
Own digital point & shoot camera	1,382	17.2%	53
Own digital single-lens reflex (SLR) camera	636	7.9%	92
Bought any camera in last 12 months	519	6.5%	89
Bought memory card for camera in last 12 months	401	5.0%	87
Printed digital photos in last 12 months	191	2.4%	70
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,013	37.5%	103
Have a smartphone	2,945	36.6%	75
Have an iPhone	645	8.0%	43
Number of cell phones in household: 1	1,908	44.9%	140
Number of cell phones in household: 2	1,345	31.7%	86
Number of cell phones in household: 3+	497	11.7%	47
HH has cell phone only (no landline telephone)	2,045	48.1%	127
Computers (Households)			
HH owns a computer	2,249	52.9%	69
HH owns desktop computer	1,381	32.5%	67
HH owns laptop/notebook	1,428	33.6%	66
Spent <\$500 on most recent home computer	560	13.2%	94
Spent \$500-\$999 on most recent home computer	595	14.0%	69
Spent \$1,000-\$1,499 on most recent home computer	301	7.1%	71
Spent \$1,500-\$1,999 on most recent home computer	181	4.3%	92
Spent \$2,000+ on most recent home computer	168	4.0%	102

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	4,587	57.1%	94
Bought brewed coffee at convenience store in last 30 days	971	12.1%	79
Bought cigarettes at convenience store in last 30 days	1,686	21.0%	160
Bought gas at convenience store in last 30 days	2,431	30.2%	91
Spent at convenience store in last 30 days: <\$20	657	8.2%	100
Spent at convenience store in last 30 days: \$20-\$39	739	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	605	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	415	5.2%	113
Spent at convenience store in last 30 days: \$100+	1,822	22.7%	98
Entertainment (Adults)			
Attended a movie in last 6 months	3,930	48.9%	81
Went to live theater in last 12 months	672	8.4%	67
Went to a bar/night club in last 12 months	1,199	14.9%	87
Dined out in last 12 months	2,451	30.5%	68
Gambled at a casino in last 12 months	895	11.1%	76
Visited a theme park in last 12 months	1,003	12.5%	69
Viewed movie (video-on-demand) in last 30 days	1,138	14.2%	91
Viewed TV show (video-on-demand) in last 30 days	928	11.5%	94
Watched any pay-per-view TV in last 12 months	692	8.6%	66
Downloaded a movie over the Internet in last 30 days	516	6.4%	97
Downloaded any individual song in last 6 months	1,270	15.8%	77
Watched a movie online in the last 30 days	950	11.8%	87
Watched a TV program online in last 30 days	720	9.0%	67
Played a video/electronic game (console) in last 12 months	1,113	13.8%	121
Played a video/electronic game (portable) in last 12 months	380	4.7%	106
Financial (Adults)			
Have home mortgage (1st)	1,520	18.9%	60
Used ATM/cash machine in last 12 months	2,919	36.3%	75
Own any stock	551	6.9%	88
Own U.S. savings bond	432	5.4%	93
Own shares in mutual fund (stock)	543	6.8%	90
Own shares in mutual fund (bonds)	319	4.0%	81
Have interest checking account	1,167	14.5%	50
Have non-interest checking account	1,952	24.3%	86
Have savings account	3,051	38.0%	71
Have 401K retirement savings plan	505	6.3%	43
Own/used any credit/debit card in last 12 months	4,682	58.2%	79
Avg monthly credit card expenditures: <\$111	808	10.1%	85
Avg monthly credit card expenditures: \$111-\$225	361	4.5%	69
Avg monthly credit card expenditures: \$226-\$450	491	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	419	5.2%	96
Avg monthly credit card expenditures: \$701-\$1,000	311	3.9%	89
Avg monthly credit card expenditures: \$1,001+	574	7.1%	78
Did banking online in last 12 months	1,472	18.3%	52
Did banking on mobile device in last 12 months	498	6.2%	60
Paid bills online in last 12 months	2,196	27.3%	65

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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	5,759	71.6%	100
Used bread in last 6 months	7,467	92.9%	98
Used chicken (fresh or frozen) in last 6 mos	5,508	68.5%	96
Used turkey (fresh or frozen) in last 6 mos	1,539	19.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	4,495	55.9%	100
Used fresh fruit/vegetables in last 6 months	6,666	82.9%	96
Used fresh milk in last 6 months	7,100	88.3%	98
Used organic food in last 6 months	1,511	18.8%	95
Health (Adults)			
Exercise at home 2+ times per week	1,781	22.2%	78
Exercise at club 2+ times per week	564	7.0%	54
Visited a doctor in last 12 months	5,916	73.6%	97
Used vitamin/dietary supplement in last 6 months	3,958	49.2%	92
Home (Households)			
Any home improvement in last 12 months	572	13.5%	49
Used housekeeper/maid/professional HH cleaning service in last 12	299	7.0%	54
Purchased low ticket HH furnishings in last 12 months	487	11.5%	73
Purchased big ticket HH furnishings in last 12 months	713	16.8%	80
Purchased bedding/bath goods in last 12 months	2,018	47.5%	89
Purchased cooking/serving product in last 12 months	911	21.4%	88
Bought any small kitchen appliance in last 12 months	795	18.7%	84
Bought any large kitchen appliance in last 12 months	465	10.9%	85
Insurance (Adults/Households)			
Currently carry life insurance	2,869	35.7%	82
Carry medical/hospital/accident insurance	4,415	54.9%	85
Carry homeowner insurance	2,224	27.7%	58
Carry renter's insurance	592	7.4%	100
Have auto insurance: 1 vehicle in household covered	1,630	38.4%	122
Have auto insurance: 2 vehicles in household covered	631	14.9%	53
Have auto insurance: 3+ vehicles in household covered	453	10.7%	49
Pets (Households)			
Household owns any pet	1,687	39.7%	75
Household owns any cat	726	17.1%	75
Household owns any dog	1,149	27.0%	68
Psychographics (Adults)			
Buying American is important to me	3,827	47.6%	111
Usually buy items on credit rather than wait	1,041	12.9%	114
Usually buy based on quality - not price	1,492	18.6%	104
Price is usually more important than brand name	2,584	32.1%	117
Usually use coupons for brands I buy often	1,728	21.5%	114
Am interested in how to help the environment	1,658	20.6%	123
Usually pay more for environ safe product	1,166	14.5%	115
Usually value green products over convenience	1,073	13.3%	131
Likely to buy a brand that supports a charity	2,519	31.3%	92
Reading (Adults)			
Bought digital book in last 12 months	619	7.7%	69
Bought hardcover book in last 12 months	1,472	18.3%	81
Bought paperback book in last 12 month	2,254	28.0%	83
Read any daily newspaper (paper version)	2,122	26.4%	94
Read any digital newspaper in last 30 days	1,887	23.5%	75
Read any magazine (paper/electronic version) in last 6 months	6,985	86.9%	96

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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	5,134	63.9%	84
Went to family restaurant/steak house: 4+ times a month	1,474	18.3%	64
Went to fast food/drive-in restaurant in last 6 months	6,893	85.7%	95
Went to fast food/drive-in restaurant 9+ times/mo	3,008	37.4%	92
Fast food/drive-in last 6 months: eat in	2,349	29.2%	80
Fast food/drive-in last 6 months: home delivery	763	9.5%	121
Fast food/drive-in last 6 months: take-out/drive-thru	3,308	41.1%	88
Fast food/drive-in last 6 months: take-out/walk-in	1,377	17.1%	88
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	727	9.0%	43
Own any portable MP3 player	2,065	25.7%	77
HH owns 1 TV	1,118	26.3%	131
HH owns 2 TVs	1,183	27.8%	106
HH owns 3 TVs	743	17.5%	81
HH owns 4+ TVs	518	12.2%	62
HH subscribes to cable TV	2,532	59.6%	117
HH subscribes to fiber optic	235	5.5%	83
HH has satellite dish	601	14.1%	55
HH owns DVD/Blu-ray player	2,164	50.9%	82
HH owns camcorder	350	8.2%	53
HH owns portable GPS navigation device	515	12.1%	44
HH purchased video game system in last 12 mos	262	6.2%	67
HH owns Internet video device for TV	162	3.8%	87
Travel (Adults)			
Domestic travel in last 12 months	2,210	27.5%	55
Took 3+ domestic non-business trips in last 12 months	859	10.7%	86
Spent on domestic vacations in last 12 months: <\$1,000	585	7.3%	65
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	454	5.6%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	191	2.4%	67
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	247	3.1%	80
Spent on domestic vacations in last 12 months: \$3,000+	301	3.7%	69
Domestic travel in the 12 months: used general travel website	477	5.9%	84
Foreign travel in last 3 years	816	10.2%	43
Took 3+ foreign trips by plane in last 3 years	282	3.5%	80
Spent on foreign vacations in last 12 months: <\$1,000	263	3.3%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	199	2.5%	81
Spent on foreign vacations in last 12 months: \$3,000+	329	4.1%	83
Foreign travel in last 3 years: used general travel website	387	4.8%	88
Nights spent in hotel/motel in last 12 months: any	1,924	23.9%	58
Took cruise of more than one day in last 3 years	658	8.2%	94
Member of any frequent flyer program	1,096	13.6%	82
Member of any hotel rewards program	888	11.0%	78

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N Harrison St, Davenport, Iowa, 52801
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Demographic Summary		2015	2020
Population		89,115	90,377
Population 18+		69,121	70,085
Households		36,288	36,939
Median Household Income		\$38,904	\$43,037

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	31,889	46.1%	96
Bought any women's clothing in last 12 months	30,804	44.6%	99
Bought clothing for child <13 years in last 6 months	17,964	26.0%	93
Bought any shoes in last 12 months	36,059	52.2%	95
Bought costume jewelry in last 12 months	13,848	20.0%	100
Bought any fine jewelry in last 12 months	13,091	18.9%	98
Bought a watch in last 12 months	6,958	10.1%	88
Automobiles (Households)			
HH owns/leases any vehicle	29,596	81.6%	96
HH bought/leased new vehicle last 12 mo	2,712	7.5%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	57,181	82.7%	97
Bought/changed motor oil in last 12 months	35,064	50.7%	102
Had tune-up in last 12 months	19,994	28.9%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	44,174	63.9%	98
Drank regular cola in last 6 months	34,453	49.8%	109
Drank beer/ale in last 6 months	28,555	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera	18,692	27.0%	84
Own digital single-lens reflex (SLR) camera	4,879	7.1%	82
Bought any camera in last 12 months	4,598	6.7%	92
Bought memory card for camera in last 12 months	4,070	5.9%	102
Printed digital photos in last 12 months	2,374	3.4%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	26,326	38.1%	104
Have a smartphone	30,055	43.5%	89
Have an iPhone	8,735	12.6%	68
Number of cell phones in household: 1	13,740	37.9%	118
Number of cell phones in household: 2	12,681	34.9%	95
Number of cell phones in household: 3+	7,050	19.4%	77
HH has cell phone only (no landline telephone)	16,794	46.3%	122
Computers (Households)			
HH owns a computer	24,799	68.3%	89
HH owns desktop computer	16,071	44.3%	91
HH owns laptop/notebook	15,689	43.2%	85
Spent <\$500 on most recent home computer	5,133	14.1%	100
Spent \$500-\$999 on most recent home computer	7,084	19.5%	96
Spent \$1,000-\$1,499 on most recent home computer	3,062	8.4%	84
Spent \$1,500-\$1,999 on most recent home computer	1,412	3.9%	84
Spent \$2,000+ on most recent home computer	1,100	3.0%	79

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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	42,795	61.9%	102
Bought brewed coffee at convenience store in last 30 days	10,806	15.6%	102
Bought cigarettes at convenience store in last 30 days	12,465	18.0%	137
Bought gas at convenience store in last 30 days	25,607	37.0%	112
Spent at convenience store in last 30 days: <\$20	5,367	7.8%	95
Spent at convenience store in last 30 days: \$20-\$39	6,147	8.9%	98
Spent at convenience store in last 30 days: \$40-\$50	5,197	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	3,759	5.4%	119
Spent at convenience store in last 30 days: \$100+	18,127	26.2%	114
Entertainment (Adults)			
Attended a movie in last 6 months	40,311	58.3%	97
Went to live theater in last 12 months	7,436	10.8%	86
Went to a bar/night club in last 12 months	12,618	18.3%	107
Dined out in last 12 months	28,643	41.4%	92
Gambled at a casino in last 12 months	9,697	14.0%	95
Visited a theme park in last 12 months	10,455	15.1%	84
Viewed movie (video-on-demand) in last 30 days	9,692	14.0%	90
Viewed TV show (video-on-demand) in last 30 days	6,779	9.8%	80
Watched any pay-per-view TV in last 12 months	7,449	10.8%	82
Downloaded a movie over the Internet in last 30 days	4,611	6.7%	101
Downloaded any individual song in last 6 months	12,185	17.6%	86
Watched a movie online in the last 30 days	8,482	12.3%	90
Watched a TV program online in last 30 days	8,190	11.8%	88
Played a video/electronic game (console) in last 12 months	9,377	13.6%	119
Played a video/electronic game (portable) in last 12 months	3,361	4.9%	109
Financial (Adults)			
Have home mortgage (1st)	18,043	26.1%	82
Used ATM/cash machine in last 12 months	31,381	45.4%	93
Own any stock	4,320	6.2%	80
Own U.S. savings bond	3,196	4.6%	80
Own shares in mutual fund (stock)	4,157	6.0%	80
Own shares in mutual fund (bonds)	2,506	3.6%	74
Have interest checking account	17,150	24.8%	86
Have non-interest checking account	19,268	27.9%	99
Have savings account	34,070	49.3%	92
Have 401K retirement savings plan	8,220	11.9%	81
Own/used any credit/debit card in last 12 months	47,493	68.7%	93
Avg monthly credit card expenditures: <\$111	8,758	12.7%	107
Avg monthly credit card expenditures: \$111-\$225	3,836	5.5%	86
Avg monthly credit card expenditures: \$226-\$450	4,157	6.0%	95
Avg monthly credit card expenditures: \$451-\$700	2,880	4.2%	77
Avg monthly credit card expenditures: \$701-\$1,000	2,403	3.5%	80
Avg monthly credit card expenditures: \$1,001+	4,154	6.0%	65
Did banking online in last 12 months	20,487	29.6%	84
Did banking on mobile device in last 12 months	5,949	8.6%	83
Paid bills online in last 12 months	25,803	37.3%	89

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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	49,796	72.0%	101
Used bread in last 6 months	65,717	95.1%	100
Used chicken (fresh or frozen) in last 6 mos	48,896	70.7%	99
Used turkey (fresh or frozen) in last 6 mos	12,762	18.5%	101
Used fish/seafood (fresh or frozen) in last 6 months	37,203	53.8%	96
Used fresh fruit/vegetables in last 6 months	59,356	85.9%	99
Used fresh milk in last 6 months	62,430	90.3%	100
Used organic food in last 6 months	11,873	17.2%	87
Health (Adults)			
Exercise at home 2+ times per week	17,913	25.9%	91
Exercise at club 2+ times per week	6,327	9.2%	71
Visited a doctor in last 12 months	51,152	74.0%	98
Used vitamin/dietary supplement in last 6 months	34,870	50.4%	94
Home (Households)			
Any home improvement in last 12 months	8,395	23.1%	84
Used housekeeper/maid/professional HH cleaning service in last 12	3,335	9.2%	70
Purchased low ticket HH furnishings in last 12 months	5,289	14.6%	93
Purchased big ticket HH furnishings in last 12 months	7,058	19.4%	92
Purchased bedding/bath goods in last 12 months	18,506	51.0%	96
Purchased cooking/serving product in last 12 months	8,172	22.5%	93
Bought any small kitchen appliance in last 12 months	7,637	21.0%	94
Bought any large kitchen appliance in last 12 months	4,540	12.5%	97
Insurance (Adults/Households)			
Currently carry life insurance	29,505	42.7%	98
Carry medical/hospital/accident insurance	42,452	61.4%	95
Carry homeowner insurance	28,681	41.5%	87
Carry renter's insurance	5,795	8.4%	113
Have auto insurance: 1 vehicle in household covered	13,360	36.8%	117
Have auto insurance: 2 vehicles in household covered	8,907	24.5%	88
Have auto insurance: 3+ vehicles in household covered	5,978	16.5%	75
Pets (Households)			
Household owns any pet	18,287	50.4%	95
Household owns any cat	8,264	22.8%	100
Household owns any dog	13,306	36.7%	92
Psychographics (Adults)			
Buying American is important to me	32,335	46.8%	109
Usually buy items on credit rather than wait	7,544	10.9%	96
Usually buy based on quality - not price	12,483	18.1%	101
Price is usually more important than brand name	20,361	29.5%	107
Usually use coupons for brands I buy often	14,227	20.6%	109
Am interested in how to help the environment	11,422	16.5%	99
Usually pay more for environ safe product	8,980	13.0%	103
Usually value green products over convenience	7,232	10.5%	103
Likely to buy a brand that supports a charity	23,521	34.0%	99
Reading (Adults)			
Bought digital book in last 12 months	6,008	8.7%	78
Bought hardcover book in last 12 months	13,299	19.2%	86
Bought paperback book in last 12 month	20,822	30.1%	89
Read any daily newspaper (paper version)	20,119	29.1%	103
Read any digital newspaper in last 30 days	19,464	28.2%	90
Read any magazine (paper/electronic version) in last 6 months	61,888	89.5%	99

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December 11, 2015



Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
Ring: 3 mile radius

Prepared by Esri
Latitude: 41.52237
Longitude: -90.57705

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	50,543	73.1%	97
Went to family restaurant/steak house: 4+ times a month	18,712	27.1%	94
Went to fast food/drive-in restaurant in last 6 months	62,499	90.4%	100
Went to fast food/drive-in restaurant 9+ times/mo	28,402	41.1%	102
Fast food/drive-in last 6 months: eat in	23,402	33.9%	93
Fast food/drive-in last 6 months: home delivery	5,977	8.6%	110
Fast food/drive-in last 6 months: take-out/drive-thru	33,345	48.2%	103
Fast food/drive-in last 6 months: take-out/walk-in	12,937	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10,863	15.7%	74
Own any portable MP3 player	20,187	29.2%	87
HH owns 1 TV	7,658	21.1%	105
HH owns 2 TVs	10,129	27.9%	106
HH owns 3 TVs	7,392	20.4%	95
HH owns 4+ TVs	6,283	17.3%	88
HH subscribes to cable TV	20,208	55.7%	109
HH subscribes to fiber optic	1,604	4.4%	66
HH has satellite dish	7,641	21.1%	83
HH owns DVD/Blu-ray player	21,328	58.8%	95
HH owns camcorder	4,276	11.8%	76
HH owns portable GPS navigation device	7,807	21.5%	78
HH purchased video game system in last 12 mos	2,519	6.9%	75
HH owns Internet video device for TV	1,153	3.2%	73
Travel (Adults)			
Domestic travel in last 12 months	28,788	41.6%	83
Took 3+ domestic non-business trips in last 12 months	7,185	10.4%	83
Spent on domestic vacations in last 12 months: <\$1,000	7,019	10.2%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,430	5.0%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,014	2.9%	83
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,968	2.8%	74
Spent on domestic vacations in last 12 months: \$3,000+	2,838	4.1%	75
Domestic travel in the 12 months: used general travel website	4,219	6.1%	87
Foreign travel in last 3 years	9,917	14.3%	60
Took 3+ foreign trips by plane in last 3 years	1,665	2.4%	55
Spent on foreign vacations in last 12 months: <\$1,000	1,994	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,479	2.1%	70
Spent on foreign vacations in last 12 months: \$3,000+	2,002	2.9%	59
Foreign travel in last 3 years: used general travel website	2,534	3.7%	67
Nights spent in hotel/motel in last 12 months: any	23,585	34.1%	83
Took cruise of more than one day in last 3 years	4,602	6.7%	76
Member of any frequent flyer program	7,873	11.4%	68
Member of any hotel rewards program	7,609	11.0%	78

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Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
Ring: 5 mile radius

Prepared by Esri
Latitude: 41.52237
Longitude: -90.57705

Demographic Summary		2015	2020
Population		179,015	182,474
Population 18+		138,477	141,324
Households		74,087	75,798
Median Household Income		\$44,804	\$51,692

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	65,639	47.4%	98
Bought any women's clothing in last 12 months	62,506	45.1%	101
Bought clothing for child <13 years in last 6 months	36,753	26.5%	95
Bought any shoes in last 12 months	73,548	53.1%	97
Bought costume jewelry in last 12 months	28,379	20.5%	102
Bought any fine jewelry in last 12 months	26,515	19.1%	99
Bought a watch in last 12 months	14,614	10.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	62,577	84.5%	99
HH bought/leased new vehicle last 12 mo	5,992	8.1%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	118,028	85.2%	100
Bought/changed motor oil in last 12 months	71,280	51.5%	104
Had tune-up in last 12 months	41,049	29.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	88,930	64.2%	98
Drank regular cola in last 6 months	66,956	48.4%	106
Drank beer/ale in last 6 months	58,663	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera	41,876	30.2%	94
Own digital single-lens reflex (SLR) camera	10,471	7.6%	88
Bought any camera in last 12 months	9,564	6.9%	96
Bought memory card for camera in last 12 months	8,455	6.1%	106
Printed digital photos in last 12 months	4,875	3.5%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	52,496	37.9%	104
Have a smartphone	62,208	44.9%	92
Have an iPhone	19,572	14.1%	76
Number of cell phones in household: 1	26,640	36.0%	112
Number of cell phones in household: 2	26,569	35.9%	97
Number of cell phones in household: 3+	15,620	21.1%	84
HH has cell phone only (no landline telephone)	31,967	43.1%	114
Computers (Households)			
HH owns a computer	53,516	72.2%	94
HH owns desktop computer	34,824	47.0%	97
HH owns laptop/notebook	34,294	46.3%	91
Spent <\$500 on most recent home computer	10,831	14.6%	104
Spent \$500-\$999 on most recent home computer	15,068	20.3%	100
Spent \$1,000-\$1,499 on most recent home computer	6,840	9.2%	92
Spent \$1,500-\$1,999 on most recent home computer	3,000	4.0%	88
Spent \$2,000+ on most recent home computer	2,438	3.3%	85

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December 11, 2015



Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
Ring: 5 mile radius

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Latitude: 41.52237
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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	86,537	62.5%	103
Bought brewed coffee at convenience store in last 30 days	22,303	16.1%	105
Bought cigarettes at convenience store in last 30 days	23,533	17.0%	129
Bought gas at convenience store in last 30 days	51,413	37.1%	112
Spent at convenience store in last 30 days: <\$20	11,000	7.9%	97
Spent at convenience store in last 30 days: \$20-\$39	12,457	9.0%	99
Spent at convenience store in last 30 days: \$40-\$50	10,774	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	7,399	5.3%	117
Spent at convenience store in last 30 days: \$100+	35,817	25.9%	112
Entertainment (Adults)			
Attended a movie in last 6 months	82,422	59.5%	99
Went to live theater in last 12 months	16,252	11.7%	94
Went to a bar/night club in last 12 months	25,270	18.2%	107
Dined out in last 12 months	61,707	44.6%	99
Gambled at a casino in last 12 months	20,145	14.5%	99
Visited a theme park in last 12 months	22,086	15.9%	89
Viewed movie (video-on-demand) in last 30 days	20,804	15.0%	96
Viewed TV show (video-on-demand) in last 30 days	14,780	10.7%	87
Watched any pay-per-view TV in last 12 months	16,180	11.7%	89
Downloaded a movie over the Internet in last 30 days	9,087	6.6%	99
Downloaded any individual song in last 6 months	25,775	18.6%	91
Watched a movie online in the last 30 days	16,933	12.2%	90
Watched a TV program online in last 30 days	17,091	12.3%	92
Played a video/electronic game (console) in last 12 months	18,039	13.0%	114
Played a video/electronic game (portable) in last 12 months	6,658	4.8%	107
Financial (Adults)			
Have home mortgage (1st)	40,799	29.5%	93
Used ATM/cash machine in last 12 months	65,723	47.5%	97
Own any stock	9,786	7.1%	91
Own U.S. savings bond	7,096	5.1%	89
Own shares in mutual fund (stock)	9,515	6.9%	91
Own shares in mutual fund (bonds)	5,988	4.3%	88
Have interest checking account	38,055	27.5%	95
Have non-interest checking account	40,195	29.0%	103
Have savings account	72,628	52.4%	98
Have 401K retirement savings plan	18,926	13.7%	93
Own/used any credit/debit card in last 12 months	99,483	71.8%	97
Avg monthly credit card expenditures: <\$111	17,613	12.7%	107
Avg monthly credit card expenditures: \$111-\$225	8,081	5.8%	90
Avg monthly credit card expenditures: \$226-\$450	8,708	6.3%	99
Avg monthly credit card expenditures: \$451-\$700	6,634	4.8%	88
Avg monthly credit card expenditures: \$701-\$1,000	5,368	3.9%	89
Avg monthly credit card expenditures: \$1,001+	9,569	6.9%	75
Did banking online in last 12 months	45,440	32.8%	93
Did banking on mobile device in last 12 months	12,758	9.2%	89
Paid bills online in last 12 months	55,392	40.0%	96

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Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
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	101,302	73.2%	102
Used bread in last 6 months	132,449	95.6%	101
Used chicken (fresh or frozen) in last 6 mos	98,891	71.4%	100
Used turkey (fresh or frozen) in last 6 mos	25,740	18.6%	101
Used fish/seafood (fresh or frozen) in last 6 months	75,834	54.8%	98
Used fresh fruit/vegetables in last 6 months	120,202	86.8%	100
Used fresh milk in last 6 months	125,890	90.9%	101
Used organic food in last 6 months	24,523	17.7%	90
Health (Adults)			
Exercise at home 2+ times per week	37,467	27.1%	95
Exercise at club 2+ times per week	14,344	10.4%	80
Visited a doctor in last 12 months	104,154	75.2%	99
Used vitamin/dietary supplement in last 6 months	71,857	51.9%	97
Home (Households)			
Any home improvement in last 12 months	19,147	25.8%	94
Used housekeeper/maid/professional HH cleaning service in last 12	7,713	10.4%	80
Purchased low ticket HH furnishings in last 12 months	11,462	15.5%	99
Purchased big ticket HH furnishings in last 12 months	15,020	20.3%	96
Purchased bedding/bath goods in last 12 months	38,653	52.2%	98
Purchased cooking/serving product in last 12 months	17,240	23.3%	96
Bought any small kitchen appliance in last 12 months	16,078	21.7%	97
Bought any large kitchen appliance in last 12 months	9,477	12.8%	99
Insurance (Adults/Households)			
Currently carry life insurance	61,996	44.8%	103
Carry medical/hospital/accident insurance	88,448	63.9%	99
Carry homeowner insurance	63,879	46.1%	97
Carry renter's insurance	11,297	8.2%	110
Have auto insurance: 1 vehicle in household covered	26,034	35.1%	112
Have auto insurance: 2 vehicles in household covered	19,676	26.6%	95
Have auto insurance: 3+ vehicles in household covered	13,947	18.8%	86
Pets (Households)			
Household owns any pet	38,801	52.4%	98
Household owns any cat	17,394	23.5%	103
Household owns any dog	28,348	38.3%	96
Psychographics (Adults)			
Buying American is important to me	64,519	46.6%	108
Usually buy items on credit rather than wait	15,136	10.9%	96
Usually buy based on quality - not price	24,491	17.7%	99
Price is usually more important than brand name	40,112	29.0%	106
Usually use coupons for brands I buy often	27,863	20.1%	107
Am interested in how to help the environment	22,164	16.0%	96
Usually pay more for environ safe product	17,154	12.4%	98
Usually value green products over convenience	13,501	9.7%	96
Likely to buy a brand that supports a charity	47,235	34.1%	100
Reading (Adults)			
Bought digital book in last 12 months	13,463	9.7%	87
Bought hardcover book in last 12 months	28,480	20.6%	92
Bought paperback book in last 12 month	43,730	31.6%	93
Read any daily newspaper (paper version)	41,575	30.0%	107
Read any digital newspaper in last 30 days	41,269	29.8%	95
Read any magazine (paper/electronic version) in last 6 months	125,169	90.4%	100

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Retail Market Potential

N Harrison St, Davenport, Iowa, 52801
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	104,819	75.7%	100
Went to family restaurant/steak house: 4+ times a month	40,183	29.0%	101
Went to fast food/drive-in restaurant in last 6 months	126,262	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	57,594	41.6%	103
Fast food/drive-in last 6 months: eat in	49,231	35.6%	98
Fast food/drive-in last 6 months: home delivery	11,985	8.7%	110
Fast food/drive-in last 6 months: take-out/drive-thru	68,708	49.6%	106
Fast food/drive-in last 6 months: take-out/walk-in	26,848	19.4%	99
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	24,668	17.8%	84
Own any portable MP3 player	42,484	30.7%	91
HH owns 1 TV	14,694	19.8%	98
HH owns 2 TVs	20,401	27.5%	105
HH owns 3 TVs	15,719	21.2%	99
HH owns 4+ TVs	13,915	18.8%	95
HH subscribes to cable TV	41,322	55.8%	110
HH subscribes to fiber optic	3,621	4.9%	73
HH has satellite dish	16,341	22.1%	86
HH owns DVD/Blu-ray player	45,069	60.8%	98
HH owns camcorder	9,773	13.2%	85
HH owns portable GPS navigation device	18,298	24.7%	90
HH purchased video game system in last 12 mos	5,218	7.0%	76
HH owns Internet video device for TV	2,597	3.5%	80
Travel (Adults)			
Domestic travel in last 12 months	63,522	45.9%	91
Took 3+ domestic non-business trips in last 12 months	15,517	11.2%	90
Spent on domestic vacations in last 12 months: <\$1,000	14,876	10.7%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,431	5.4%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,566	3.3%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,507	3.3%	85
Spent on domestic vacations in last 12 months: \$3,000+	6,243	4.5%	83
Domestic travel in the 12 months: used general travel website	8,854	6.4%	91
Foreign travel in last 3 years	23,753	17.2%	72
Took 3+ foreign trips by plane in last 3 years	3,983	2.9%	66
Spent on foreign vacations in last 12 months: <\$1,000	4,429	3.2%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,482	2.5%	83
Spent on foreign vacations in last 12 months: \$3,000+	4,717	3.4%	69
Foreign travel in last 3 years: used general travel website	5,750	4.2%	76
Nights spent in hotel/motel in last 12 months: any	52,407	37.8%	92
Took cruise of more than one day in last 3 years	10,083	7.3%	83
Member of any frequent flyer program	17,976	13.0%	78
Member of any hotel rewards program	16,985	12.3%	87

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