



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Demographic Summary	2015	2020
Population	7,172	7,979
Population 18+	6,000	6,765
Households	3,636	4,157
Median Household Income	\$28,926	\$30,549

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,692	44.9%	93
Bought any women's clothing in last 12 months	2,558	42.6%	95
Bought clothing for child <13 years in last 6 months	1,226	20.4%	73
Bought any shoes in last 12 months	3,279	54.6%	100
Bought costume jewelry in last 12 months	1,029	17.1%	86
Bought any fine jewelry in last 12 months	940	15.7%	81
Bought a watch in last 12 months	601	10.0%	87
Automobiles (Households)			
HH owns/leases any vehicle	2,759	75.9%	89
HH bought/leased new vehicle last 12 mo	291	8.0%	93
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,657	77.6%	91
Bought/changed motor oil in last 12 months	2,720	45.3%	91
Had tune-up in last 12 months	1,778	29.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,703	61.7%	94
Drank regular cola in last 6 months	2,653	44.2%	97
Drank beer/ale in last 6 months	2,905	48.4%	114
Cameras (Adults)			
Own digital point & shoot camera	1,800	30.0%	93
Own digital single-lens reflex (SLR) camera	536	8.9%	104
Bought any camera in last 12 months	455	7.6%	105
Bought memory card for camera in last 12 months	291	4.8%	84
Printed digital photos in last 12 months	147	2.5%	73
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,379	39.6%	108
Have a smartphone	3,109	51.8%	106
Have an iPhone	1,309	21.8%	117
Number of cell phones in household: 1	1,802	49.6%	154
Number of cell phones in household: 2	1,168	32.1%	87
Number of cell phones in household: 3+	409	11.2%	45
HH has cell phone only (no landline telephone)	2,049	56.4%	149
Computers (Households)			
HH owns a computer	2,783	76.5%	100
HH owns desktop computer	1,414	38.9%	80
HH owns laptop/notebook	1,999	55.0%	108
Spent <\$500 on most recent home computer	583	16.0%	114
Spent \$500-\$999 on most recent home computer	724	19.9%	98
Spent \$1,000-\$1,499 on most recent home computer	426	11.7%	117
Spent \$1,500-\$1,999 on most recent home computer	147	4.0%	88
Spent \$2,000+ on most recent home computer	147	4.0%	105

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309

Ring: 1 mile radius

Prepared by Esri

Latitude: 41.58218

Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,884	64.7%	107
Bought brewed coffee at convenience store in last 30 days	938	15.6%	102
Bought cigarettes at convenience store in last 30 days	1,014	16.9%	129
Bought gas at convenience store in last 30 days	1,889	31.5%	95
Spent at convenience store in last 30 days: <\$20	719	12.0%	146
Spent at convenience store in last 30 days: \$20-\$39	597	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	452	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	351	5.8%	128
Spent at convenience store in last 30 days: \$100+	1,309	21.8%	95
Entertainment (Adults)			
Attended a movie in last 6 months	3,836	63.9%	106
Went to live theater in last 12 months	1,057	17.6%	140
Went to a bar/night club in last 12 months	1,593	26.6%	155
Dined out in last 12 months	2,616	43.6%	97
Gambled at a casino in last 12 months	822	13.7%	93
Visited a theme park in last 12 months	892	14.9%	83
Viewed movie (video-on-demand) in last 30 days	999	16.6%	107
Viewed TV show (video-on-demand) in last 30 days	899	15.0%	122
Watched any pay-per-view TV in last 12 months	570	9.5%	72
Downloaded a movie over the Internet in last 30 days	550	9.2%	139
Downloaded any individual song in last 6 months	1,206	20.1%	98
Watched a movie online in the last 30 days	1,321	22.0%	162
Watched a TV program online in last 30 days	1,364	22.7%	169
Played a video/electronic game (console) in last 12 months	898	15.0%	131
Played a video/electronic game (portable) in last 12 months	374	6.2%	139
Financial (Adults)			
Have home mortgage (1st)	1,574	26.2%	83
Used ATM/cash machine in last 12 months	3,295	54.9%	113
Own any stock	387	6.5%	83
Own U.S. savings bond	329	5.5%	95
Own shares in mutual fund (stock)	394	6.6%	87
Own shares in mutual fund (bonds)	235	3.9%	80
Have interest checking account	1,588	26.5%	92
Have non-interest checking account	1,524	25.4%	90
Have savings account	3,179	53.0%	99
Have 401K retirement savings plan	720	12.0%	81
Own/used any credit/debit card in last 12 months	4,389	73.2%	99
Avg monthly credit card expenditures: <\$111	642	10.7%	90
Avg monthly credit card expenditures: \$111-\$225	348	5.8%	90
Avg monthly credit card expenditures: \$226-\$450	359	6.0%	94
Avg monthly credit card expenditures: \$451-\$700	297	5.0%	91
Avg monthly credit card expenditures: \$701-\$1,000	293	4.9%	113
Avg monthly credit card expenditures: \$1,001+	537	8.9%	97
Did banking online in last 12 months	2,350	39.2%	112
Did banking on mobile device in last 12 months	796	13.3%	128
Paid bills online in last 12 months	2,893	48.2%	115

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,885	64.8%	91
Used bread in last 6 months	5,594	93.2%	98
Used chicken (fresh or frozen) in last 6 mos	4,114	68.6%	96
Used turkey (fresh or frozen) in last 6 mos	835	13.9%	76
Used fish/seafood (fresh or frozen) in last 6 months	3,121	52.0%	93
Used fresh fruit/vegetables in last 6 months	5,117	85.3%	98
Used fresh milk in last 6 months	5,178	86.3%	96
Used organic food in last 6 months	1,523	25.4%	129
Health (Adults)			
Exercise at home 2+ times per week	1,700	28.3%	99
Exercise at club 2+ times per week	1,002	16.7%	129
Visited a doctor in last 12 months	4,480	74.7%	99
Used vitamin/dietary supplement in last 6 months	3,116	51.9%	97
Home (Households)			
Any home improvement in last 12 months	514	14.1%	51
Used housekeeper/maid/professional HH cleaning service in last 12	415	11.4%	87
Purchased low ticket HH furnishings in last 12 months	593	16.3%	105
Purchased big ticket HH furnishings in last 12 months	748	20.6%	98
Purchased bedding/bath goods in last 12 months	1,764	48.5%	91
Purchased cooking/serving product in last 12 months	838	23.0%	95
Bought any small kitchen appliance in last 12 months	728	20.0%	90
Bought any large kitchen appliance in last 12 months	321	8.8%	69
Insurance (Adults/Households)			
Currently carry life insurance	2,228	37.1%	85
Carry medical/hospital/accident insurance	3,816	63.6%	99
Carry homeowner insurance	2,074	34.6%	72
Carry renter's insurance	675	11.3%	152
Have auto insurance: 1 vehicle in household covered	1,606	44.2%	141
Have auto insurance: 2 vehicles in household covered	716	19.7%	70
Have auto insurance: 3+ vehicles in household covered	306	8.4%	38
Pets (Households)			
Household owns any pet	1,522	41.9%	79
Household owns any cat	741	20.4%	90
Household owns any dog	955	26.3%	66
Psychographics (Adults)			
Buying American is important to me	2,258	37.6%	88
Usually buy items on credit rather than wait	630	10.5%	92
Usually buy based on quality - not price	1,066	17.8%	99
Price is usually more important than brand name	1,646	27.4%	100
Usually use coupons for brands I buy often	1,033	17.2%	91
Am interested in how to help the environment	1,077	17.9%	107
Usually pay more for environ safe product	988	16.5%	130
Usually value green products over convenience	720	12.0%	118
Likely to buy a brand that supports a charity	2,101	35.0%	102
Reading (Adults)			
Bought digital book in last 12 months	833	13.9%	125
Bought hardcover book in last 12 months	1,488	24.8%	110
Bought paperback book in last 12 month	2,175	36.3%	107
Read any daily newspaper (paper version)	1,538	25.6%	91
Read any digital newspaper in last 30 days	2,668	44.5%	142
Read any magazine (paper/electronic version) in last 6 months	5,617	93.6%	103

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

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	4,300	71.7%	95
Went to family restaurant/steak house: 4+ times a month	1,409	23.5%	82
Went to fast food/drive-in restaurant in last 6 months	5,430	90.5%	100
Went to fast food/drive-in restaurant 9+ times/mo	2,445	40.8%	101
Fast food/drive-in last 6 months: eat in	2,066	34.4%	95
Fast food/drive-in last 6 months: home delivery	553	9.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	2,669	44.5%	95
Fast food/drive-in last 6 months: take-out/walk-in	1,121	18.7%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,338	22.3%	105
Own any portable MP3 player	2,339	39.0%	116
HH owns 1 TV	1,220	33.6%	167
HH owns 2 TVs	957	26.3%	100
HH owns 3 TVs	520	14.3%	67
HH owns 4+ TVs	361	9.9%	50
HH subscribes to cable TV	1,920	52.8%	104
HH subscribes to fiber optic	197	5.4%	81
HH has satellite dish	447	12.3%	48
HH owns DVD/Blu-ray player	2,161	59.4%	96
HH owns camcorder	383	10.5%	68
HH owns portable GPS navigation device	653	18.0%	65
HH purchased video game system in last 12 mos	256	7.0%	76
HH owns Internet video device for TV	198	5.4%	125
Travel (Adults)			
Domestic travel in last 12 months	3,089	51.5%	103
Took 3+ domestic non-business trips in last 12 months	890	14.8%	119
Spent on domestic vacations in last 12 months: <\$1,000	817	13.6%	121
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	455	7.6%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	180	3.0%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	205	3.4%	89
Spent on domestic vacations in last 12 months: \$3,000+	203	3.4%	62
Domestic travel in the 12 months: used general travel website	520	8.7%	123
Foreign travel in last 3 years	1,569	26.1%	110
Took 3+ foreign trips by plane in last 3 years	307	5.1%	117
Spent on foreign vacations in last 12 months: <\$1,000	286	4.8%	113
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	179	3.0%	98
Spent on foreign vacations in last 12 months: \$3,000+	297	5.0%	100
Foreign travel in last 3 years: used general travel website	351	5.8%	107
Nights spent in hotel/motel in last 12 months: any	2,344	39.1%	95
Took cruise of more than one day in last 3 years	498	8.3%	95
Member of any frequent flyer program	1,170	19.5%	117
Member of any hotel rewards program	723	12.1%	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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Demographic Summary	2015	2020
Population	100,804	106,494
Population 18+	76,103	80,440
Households	39,324	41,783
Median Household Income	\$37,915	\$42,429

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	34,835	45.8%	95
Bought any women's clothing in last 12 months	33,505	44.0%	98
Bought clothing for child <13 years in last 6 months	20,014	26.3%	94
Bought any shoes in last 12 months	39,989	52.5%	96
Bought costume jewelry in last 12 months	14,833	19.5%	97
Bought any fine jewelry in last 12 months	13,844	18.2%	94
Bought a watch in last 12 months	7,768	10.2%	89
Automobiles (Households)			
HH owns/leases any vehicle	32,095	81.6%	96
HH bought/leased new vehicle last 12 mo	2,729	6.9%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	62,518	82.1%	97
Bought/changed motor oil in last 12 months	37,442	49.2%	99
Had tune-up in last 12 months	22,604	29.7%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	48,867	64.2%	98
Drank regular cola in last 6 months	37,666	49.5%	108
Drank beer/ale in last 6 months	32,397	42.6%	101
Cameras (Adults)			
Own digital point & shoot camera	20,534	27.0%	83
Own digital single-lens reflex (SLR) camera	6,057	8.0%	92
Bought any camera in last 12 months	5,110	6.7%	93
Bought memory card for camera in last 12 months	4,239	5.6%	97
Printed digital photos in last 12 months	2,395	3.1%	93
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,399	38.6%	106
Have a smartphone	36,820	48.4%	99
Have an iPhone	11,781	15.5%	83
Number of cell phones in household: 1	14,729	37.5%	117
Number of cell phones in household: 2	14,086	35.8%	97
Number of cell phones in household: 3+	7,831	19.9%	79
HH has cell phone only (no landline telephone)	20,109	51.1%	135
Computers (Households)			
HH owns a computer	28,376	72.2%	94
HH owns desktop computer	17,030	43.3%	89
HH owns laptop/notebook	18,850	47.9%	94
Spent <\$500 on most recent home computer	5,631	14.3%	102
Spent \$500-\$999 on most recent home computer	7,783	19.8%	98
Spent \$1,000-\$1,499 on most recent home computer	3,750	9.5%	95
Spent \$1,500-\$1,999 on most recent home computer	1,638	4.2%	90
Spent \$2,000+ on most recent home computer	1,337	3.4%	88

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	47,023	61.8%	102
Bought brewed coffee at convenience store in last 30 days	11,308	14.9%	97
Bought cigarettes at convenience store in last 30 days	13,207	17.4%	132
Bought gas at convenience store in last 30 days	26,833	35.3%	106
Spent at convenience store in last 30 days: <\$20	6,314	8.3%	101
Spent at convenience store in last 30 days: \$20-\$39	6,658	8.7%	96
Spent at convenience store in last 30 days: \$40-\$50	5,687	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	3,979	5.2%	115
Spent at convenience store in last 30 days: \$100+	18,730	24.6%	107
Entertainment (Adults)			
Attended a movie in last 6 months	46,134	60.6%	101
Went to live theater in last 12 months	8,682	11.4%	91
Went to a bar/night club in last 12 months	14,809	19.5%	114
Dined out in last 12 months	30,889	40.6%	90
Gambled at a casino in last 12 months	10,588	13.9%	94
Visited a theme park in last 12 months	12,507	16.4%	91
Viewed movie (video-on-demand) in last 30 days	11,562	15.2%	97
Viewed TV show (video-on-demand) in last 30 days	8,775	11.5%	94
Watched any pay-per-view TV in last 12 months	8,648	11.4%	87
Downloaded a movie over the Internet in last 30 days	6,071	8.0%	121
Downloaded any individual song in last 6 months	15,047	19.8%	96
Watched a movie online in the last 30 days	11,947	15.7%	116
Watched a TV program online in last 30 days	11,315	14.9%	111
Played a video/electronic game (console) in last 12 months	10,685	14.0%	123
Played a video/electronic game (portable) in last 12 months	4,166	5.5%	122
Financial (Adults)			
Have home mortgage (1st)	18,502	24.3%	77
Used ATM/cash machine in last 12 months	35,996	47.3%	97
Own any stock	4,539	6.0%	76
Own U.S. savings bond	3,711	4.9%	85
Own shares in mutual fund (stock)	4,379	5.8%	77
Own shares in mutual fund (bonds)	2,666	3.5%	71
Have interest checking account	18,427	24.2%	84
Have non-interest checking account	20,437	26.9%	95
Have savings account	37,591	49.4%	92
Have 401K retirement savings plan	8,647	11.4%	77
Own/used any credit/debit card in last 12 months	52,698	69.2%	94
Avg monthly credit card expenditures: <\$111	9,200	12.1%	102
Avg monthly credit card expenditures: \$111-\$225	4,276	5.6%	87
Avg monthly credit card expenditures: \$226-\$450	4,392	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	3,365	4.4%	81
Avg monthly credit card expenditures: \$701-\$1,000	2,636	3.5%	80
Avg monthly credit card expenditures: \$1,001+	4,886	6.4%	70
Did banking online in last 12 months	24,323	32.0%	91
Did banking on mobile device in last 12 months	7,697	10.1%	97
Paid bills online in last 12 months	30,619	40.2%	96

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	53,229	69.9%	98
Used bread in last 6 months	72,195	94.9%	100
Used chicken (fresh or frozen) in last 6 mos	52,876	69.5%	97
Used turkey (fresh or frozen) in last 6 mos	12,915	17.0%	93
Used fish/seafood (fresh or frozen) in last 6 months	41,027	53.9%	96
Used fresh fruit/vegetables in last 6 months	64,367	84.6%	97
Used fresh milk in last 6 months	67,839	89.1%	99
Used organic food in last 6 months	15,036	19.8%	100
Health (Adults)			
Exercise at home 2+ times per week	20,508	26.9%	94
Exercise at club 2+ times per week	8,070	10.6%	82
Visited a doctor in last 12 months	54,733	71.9%	95
Used vitamin/dietary supplement in last 6 months	38,139	50.1%	94
Home (Households)			
Any home improvement in last 12 months	8,368	21.3%	77
Used housekeeper/maid/professional HH cleaning service in last 12	3,989	10.1%	78
Purchased low ticket HH furnishings in last 12 months	5,978	15.2%	97
Purchased big ticket HH furnishings in last 12 months	8,133	20.7%	98
Purchased bedding/bath goods in last 12 months	20,244	51.5%	97
Purchased cooking/serving product in last 12 months	9,243	23.5%	97
Bought any small kitchen appliance in last 12 months	8,562	21.8%	98
Bought any large kitchen appliance in last 12 months	4,682	11.9%	92
Insurance (Adults/Households)			
Currently carry life insurance	29,455	38.7%	89
Carry medical/hospital/accident insurance	44,982	59.1%	92
Carry homeowner insurance	28,005	36.8%	77
Carry renter's insurance	6,986	9.2%	124
Have auto insurance: 1 vehicle in household covered	15,448	39.3%	125
Have auto insurance: 2 vehicles in household covered	9,491	24.1%	86
Have auto insurance: 3+ vehicles in household covered	5,314	13.5%	62
Pets (Households)			
Household owns any pet	19,009	48.3%	91
Household owns any cat	8,323	21.2%	93
Household owns any dog	13,374	34.0%	85
Psychographics (Adults)			
Buying American is important to me	32,591	42.8%	100
Usually buy items on credit rather than wait	7,961	10.5%	92
Usually buy based on quality - not price	13,679	18.0%	100
Price is usually more important than brand name	21,462	28.2%	103
Usually use coupons for brands I buy often	14,212	18.7%	99
Am interested in how to help the environment	12,471	16.4%	98
Usually pay more for environ safe product	10,142	13.3%	106
Usually value green products over convenience	7,776	10.2%	100
Likely to buy a brand that supports a charity	25,182	33.1%	97
Reading (Adults)			
Bought digital book in last 12 months	7,596	10.0%	90
Bought hardcover book in last 12 months	15,889	20.9%	93
Bought paperback book in last 12 month	24,087	31.7%	93
Read any daily newspaper (paper version)	19,943	26.2%	93
Read any digital newspaper in last 30 days	23,870	31.4%	100
Read any magazine (paper/electronic version) in last 6 months	68,585	90.1%	99

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

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	56,024	73.6%	97
Went to family restaurant/steak house: 4+ times a month	19,910	26.2%	91
Went to fast food/drive-in restaurant in last 6 months	68,987	90.6%	100
Went to fast food/drive-in restaurant 9+ times/mo	31,372	41.2%	102
Fast food/drive-in last 6 months: eat in	26,197	34.4%	95
Fast food/drive-in last 6 months: home delivery	7,086	9.3%	119
Fast food/drive-in last 6 months: take-out/drive-thru	35,980	47.3%	101
Fast food/drive-in last 6 months: take-out/walk-in	14,905	19.6%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	13,347	17.5%	83
Own any portable MP3 player	24,407	32.1%	96
HH owns 1 TV	9,358	23.8%	118
HH owns 2 TVs	10,459	26.6%	101
HH owns 3 TVs	7,938	20.2%	94
HH owns 4+ TVs	6,085	15.5%	79
HH subscribes to cable TV	21,949	55.8%	110
HH subscribes to fiber optic	1,996	5.1%	76
HH has satellite dish	7,099	18.1%	71
HH owns DVD/Blu-ray player	23,269	59.2%	96
HH owns camcorder	4,796	12.2%	78
HH owns portable GPS navigation device	8,120	20.6%	75
HH purchased video game system in last 12 mos	3,150	8.0%	87
HH owns Internet video device for TV	1,567	4.0%	91
Travel (Adults)			
Domestic travel in last 12 months	33,034	43.4%	86
Took 3+ domestic non-business trips in last 12 months	8,196	10.8%	86
Spent on domestic vacations in last 12 months: <\$1,000	7,634	10.0%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,040	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,129	2.8%	79
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,310	3.0%	79
Spent on domestic vacations in last 12 months: \$3,000+	2,970	3.9%	72
Domestic travel in the 12 months: used general travel website	4,871	6.4%	91
Foreign travel in last 3 years	13,440	17.7%	74
Took 3+ foreign trips by plane in last 3 years	2,303	3.0%	69
Spent on foreign vacations in last 12 months: <\$1,000	2,473	3.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,812	2.4%	78
Spent on foreign vacations in last 12 months: \$3,000+	2,630	3.5%	70
Foreign travel in last 3 years: used general travel website	3,500	4.6%	84
Nights spent in hotel/motel in last 12 months: any	26,816	35.2%	85
Took cruise of more than one day in last 3 years	5,362	7.0%	81
Member of any frequent flyer program	10,170	13.4%	80
Member of any hotel rewards program	8,473	11.1%	79

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Demographic Summary	2015	2020
Population	205,825	216,558
Population 18+	155,986	163,817
Households	82,435	86,946
Median Household Income	\$44,349	\$51,132

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	73,591	47.2%	98
Bought any women's clothing in last 12 months	70,271	45.0%	100
Bought clothing for child <13 years in last 6 months	42,455	27.2%	97
Bought any shoes in last 12 months	83,443	53.5%	98
Bought costume jewelry in last 12 months	31,151	20.0%	100
Bought any fine jewelry in last 12 months	28,858	18.5%	95
Bought a watch in last 12 months	16,541	10.6%	92
Automobiles (Households)			
HH owns/leases any vehicle	69,790	84.7%	100
HH bought/leased new vehicle last 12 mo	6,481	7.9%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	132,833	85.2%	100
Bought/changed motor oil in last 12 months	79,503	51.0%	103
Had tune-up in last 12 months	47,055	30.2%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	100,846	64.7%	99
Drank regular cola in last 6 months	75,963	48.7%	106
Drank beer/ale in last 6 months	68,454	43.9%	104
Cameras (Adults)			
Own digital point & shoot camera	46,812	30.0%	93
Own digital single-lens reflex (SLR) camera	12,534	8.0%	93
Bought any camera in last 12 months	10,535	6.8%	94
Bought memory card for camera in last 12 months	9,180	5.9%	102
Printed digital photos in last 12 months	5,121	3.3%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	59,361	38.1%	104
Have a smartphone	75,486	48.4%	99
Have an iPhone	25,068	16.1%	86
Number of cell phones in household: 1	29,431	35.7%	111
Number of cell phones in household: 2	30,109	36.5%	99
Number of cell phones in household: 3+	17,744	21.5%	86
HH has cell phone only (no landline telephone)	39,190	47.5%	126
Computers (Households)			
HH owns a computer	61,649	74.8%	98
HH owns desktop computer	38,376	46.6%	96
HH owns laptop/notebook	40,681	49.3%	96
Spent <\$500 on most recent home computer	11,924	14.5%	103
Spent \$500-\$999 on most recent home computer	17,293	21.0%	104
Spent \$1,000-\$1,499 on most recent home computer	7,913	9.6%	96
Spent \$1,500-\$1,999 on most recent home computer	3,517	4.3%	93
Spent \$2,000+ on most recent home computer	2,968	3.6%	93

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	98,107	62.9%	104
Bought brewed coffee at convenience store in last 30 days	24,596	15.8%	103
Bought cigarettes at convenience store in last 30 days	25,784	16.5%	126
Bought gas at convenience store in last 30 days	56,928	36.5%	110
Spent at convenience store in last 30 days: <\$20	12,795	8.2%	100
Spent at convenience store in last 30 days: \$20-\$39	13,789	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	11,878	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	8,218	5.3%	116
Spent at convenience store in last 30 days: \$100+	39,708	25.5%	110
Entertainment (Adults)			
Attended a movie in last 6 months	96,195	61.7%	102
Went to live theater in last 12 months	19,025	12.2%	97
Went to a bar/night club in last 12 months	30,365	19.5%	114
Dined out in last 12 months	68,668	44.0%	98
Gambled at a casino in last 12 months	22,953	14.7%	100
Visited a theme park in last 12 months	26,100	16.7%	93
Viewed movie (video-on-demand) in last 30 days	24,002	15.4%	99
Viewed TV show (video-on-demand) in last 30 days	17,884	11.5%	94
Watched any pay-per-view TV in last 12 months	18,874	12.1%	92
Downloaded a movie over the Internet in last 30 days	11,605	7.4%	112
Downloaded any individual song in last 6 months	30,987	19.9%	97
Watched a movie online in the last 30 days	22,794	14.6%	108
Watched a TV program online in last 30 days	22,562	14.5%	108
Played a video/electronic game (console) in last 12 months	21,119	13.5%	119
Played a video/electronic game (portable) in last 12 months	8,122	5.2%	116
Financial (Adults)			
Have home mortgage (1st)	44,378	28.4%	90
Used ATM/cash machine in last 12 months	76,090	48.8%	100
Own any stock	10,103	6.5%	83
Own U.S. savings bond	7,929	5.1%	88
Own shares in mutual fund (stock)	10,171	6.5%	87
Own shares in mutual fund (bonds)	6,174	4.0%	80
Have interest checking account	41,851	26.8%	93
Have non-interest checking account	44,229	28.4%	100
Have savings account	81,856	52.5%	98
Have 401K retirement savings plan	20,576	13.2%	89
Own/used any credit/debit card in last 12 months	112,564	72.2%	98
Avg monthly credit card expenditures: <\$111	19,476	12.5%	105
Avg monthly credit card expenditures: \$111-\$225	9,090	5.8%	90
Avg monthly credit card expenditures: \$226-\$450	9,568	6.1%	97
Avg monthly credit card expenditures: \$451-\$700	7,270	4.7%	86
Avg monthly credit card expenditures: \$701-\$1,000	5,780	3.7%	85
Avg monthly credit card expenditures: \$1,001+	10,549	6.8%	74
Did banking online in last 12 months	53,526	34.3%	98
Did banking on mobile device in last 12 months	16,057	10.3%	99
Paid bills online in last 12 months	65,725	42.1%	101

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	111,576	71.5%	100
Used bread in last 6 months	148,797	95.4%	100
Used chicken (fresh or frozen) in last 6 mos	110,021	70.5%	99
Used turkey (fresh or frozen) in last 6 mos	27,312	17.5%	96
Used fish/seafood (fresh or frozen) in last 6 months	84,692	54.3%	97
Used fresh fruit/vegetables in last 6 months	134,212	86.0%	99
Used fresh milk in last 6 months	140,384	90.0%	100
Used organic food in last 6 months	30,039	19.3%	98
Health (Adults)			
Exercise at home 2+ times per week	43,153	27.7%	97
Exercise at club 2+ times per week	17,126	11.0%	85
Visited a doctor in last 12 months	114,992	73.7%	97
Used vitamin/dietary supplement in last 6 months	80,017	51.3%	96
Home (Households)			
Any home improvement in last 12 months	20,043	24.3%	88
Used housekeeper/maid/professional HH cleaning service in last 12	8,952	10.9%	83
Purchased low ticket HH furnishings in last 12 months	13,049	15.8%	102
Purchased big ticket HH furnishings in last 12 months	17,405	21.1%	100
Purchased bedding/bath goods in last 12 months	43,114	52.3%	98
Purchased cooking/serving product in last 12 months	19,532	23.7%	97
Bought any small kitchen appliance in last 12 months	18,091	21.9%	99
Bought any large kitchen appliance in last 12 months	10,349	12.6%	98
Insurance (Adults/Households)			
Currently carry life insurance	65,797	42.2%	97
Carry medical/hospital/accident insurance	96,974	62.2%	96
Carry homeowner insurance	66,438	42.6%	89
Carry renter's insurance	13,897	8.9%	120
Have auto insurance: 1 vehicle in household covered	30,814	37.4%	119
Have auto insurance: 2 vehicles in household covered	21,742	26.4%	94
Have auto insurance: 3+ vehicles in household covered	13,572	16.5%	75
Pets (Households)			
Household owns any pet	42,443	51.5%	97
Household owns any cat	18,846	22.9%	101
Household owns any dog	30,447	36.9%	93
Psychographics (Adults)			
Buying American is important to me	68,312	43.8%	102
Usually buy items on credit rather than wait	16,305	10.5%	92
Usually buy based on quality - not price	27,760	17.8%	99
Price is usually more important than brand name	44,158	28.3%	103
Usually use coupons for brands I buy often	29,995	19.2%	102
Am interested in how to help the environment	24,834	15.9%	95
Usually pay more for environ safe product	20,349	13.0%	103
Usually value green products over convenience	15,626	10.0%	98
Likely to buy a brand that supports a charity	52,493	33.7%	98
Reading (Adults)			
Bought digital book in last 12 months	15,809	10.1%	91
Bought hardcover book in last 12 months	33,041	21.2%	94
Bought paperback book in last 12 month	50,614	32.4%	96
Read any daily newspaper (paper version)	43,625	28.0%	99
Read any digital newspaper in last 30 days	49,501	31.7%	102
Read any magazine (paper/electronic version) in last 6 months	141,765	90.9%	100

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.



Retail Market Potential

W Martin Luther King Jr Pkwy, Des Moines, Iowa, 50309
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.58218
 Longitude: -93.61799

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	118,107	75.7%	100
Went to family restaurant/steak house: 4+ times a month	43,875	28.1%	98
Went to fast food/drive-in restaurant in last 6 months	142,412	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	65,241	41.8%	103
Fast food/drive-in last 6 months: eat in	55,299	35.5%	97
Fast food/drive-in last 6 months: home delivery	14,335	9.2%	117
Fast food/drive-in last 6 months: take-out/drive-thru	76,275	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	31,114	19.9%	102
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	29,436	18.9%	89
Own any portable MP3 player	50,917	32.6%	97
HH owns 1 TV	17,791	21.6%	107
HH owns 2 TVs	22,267	27.0%	103
HH owns 3 TVs	17,264	20.9%	98
HH owns 4+ TVs	14,449	17.5%	89
HH subscribes to cable TV	45,614	55.3%	109
HH subscribes to fiber optic	4,268	5.2%	78
HH has satellite dish	16,624	20.2%	79
HH owns DVD/Blu-ray player	50,573	61.3%	99
HH owns camcorder	11,032	13.4%	86
HH owns portable GPS navigation device	19,451	23.6%	86
HH purchased video game system in last 12 mos	6,399	7.8%	84
HH owns Internet video device for TV	3,238	3.9%	90
Travel (Adults)			
Domestic travel in last 12 months	73,231	46.9%	93
Took 3+ domestic non-business trips in last 12 months	17,433	11.2%	90
Spent on domestic vacations in last 12 months: <\$1,000	17,111	11.0%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,280	5.3%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,031	3.2%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,017	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	6,744	4.3%	79
Domestic travel in the 12 months: used general travel website	10,452	6.7%	95
Foreign travel in last 3 years	29,116	18.7%	79
Took 3+ foreign trips by plane in last 3 years	4,908	3.1%	72
Spent on foreign vacations in last 12 months: <\$1,000	5,195	3.3%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,848	2.5%	81
Spent on foreign vacations in last 12 months: \$3,000+	5,485	3.5%	71
Foreign travel in last 3 years: used general travel website	6,975	4.5%	82
Nights spent in hotel/motel in last 12 months: any	59,815	38.3%	93
Took cruise of more than one day in last 3 years	10,976	7.0%	80
Member of any frequent flyer program	21,345	13.7%	82
Member of any hotel rewards program	18,687	12.0%	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.