Retail Market Potential

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

Demographic Summary	2015	2020
Population	12,397	12,783
Population 18+	8,943	9,236
Households	4,915	5,098
Median Household Income	$29,018	$32,246

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,568	39.9%	83
Bought any women's clothing in last 12 months	3,747	41.9%	93
Bought clothing for child <13 years in last 6 months	2,157	24.1%	86
Bought any shoes in last 12 months	4,121	46.1%	84
Bought costume jewelry in last 12 months	1,682	18.8%	94
Bought any fine jewelry in last 12 months	1,493	16.7%	86
Bought a watch in last 12 months	602	6.7%	59
Automobiles (Households)			
HH owns/leases any vehicle	3,380	68.8%	81
HH bought/leased new vehicle last 12 mo	213	4.3%	50
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,231	69.7%	82
Bought/changed motor oil in last 12 months	4,109	45.9%	92
Had tune-up in last 12 months	2,285	25.6%	84
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,591	62.5%	95
Drank regular cola in last 6 months	4,522	50.6%	110
Drank beer/ale in last 6 months	2,937	32.8%	78
Cameras (Adults)			
Own digital point & shoot camera	1,533	17.1%	53
Own digital single-lens reflex (SLR) camera	695	7.8%	90
Bought any camera in last 12 months	605	6.8%	94
Bought memory card for camera in last 12 months	496	5.5%	96
Printed digital photos in last 12 months	255	2.9%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,486	39.0%	107
Have a smartphone	3,202	35.8%	73
Have an iPhone	629	7.0%	38
Number of cell phones in household: 1	2,078	42.3%	132
Number of cell phones in household: 2	1,647	33.5%	91
Number of cell phones in household: 3+	585	11.9%	47
HH has cell phone only (no landline telephone)	2,346	47.7%	126
Computers (Households)			
HH owns a computer	2,600	52.9%	69
HH owns desktop computer	1,737	35.3%	73
HH owns laptop/notebook	1,584	32.2%	63
Spent <$500 on most recent home computer	602	12.2%	87
Spent $500-$999 on most recent home computer	779	15.8%	78
Spent $1,000-$1,499 on most recent home computer	411	8.4%	84
Spent $1,500-$1,999 on most recent home computer	214	4.4%	94
Spent $2,000+ on most recent home computer	159	3.2%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

December 11, 2015

Retail Market Potential

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	4,977	55.7%	92
Bought brewed coffee at convenience store in last 30 days	1,054	11.8%	77
Bought cigarettes at convenience store in last 30 days	2,021	22.6%	172
Bought gas at convenience store in last 30 days	2,948	33.0%	99
Spent at convenience store in last 30 days: <$20	625	7.0%	85
Spent at convenience store in last 30 days: $20-$39	800	8.9%	98
Spent at convenience store in last 30 days: $40-$50	670	7.5%	98
Spent at convenience store in last 30 days: $51-$99	521	5.8%	128
Spent at convenience store in last 30 days: $100+	2,069	23.1%	100
Entertainment (Adults)			
Attended a movie in last 6 months	4,375	48.9%	81
Went to live theater in last 12 months	650	7.3%	58
Went to a bar/night club in last 12 months	1,351	15.1%	88
Dined out in last 12 months	2,838	31.7%	71
Gambled at a casino in last 12 months	1,046	11.7%	79
Visited a theme park in last 12 months	1,141	12.8%	71
Viewed movie (video-on-demand) in last 30 days	1,278	14.3%	92
Viewed TV show (video-on-demand) in last 30 days	1,035	11.6%	94
Watched any pay-per-view TV in last 12 months	828	9.3%	71
Downloaded a movie over the Internet in last 30 days	554	6.2%	94
Downloaded any individual song in last 6 months	1,467	16.4%	80
Watched a movie online in the last 30 days	970	10.8%	80
Watched a TV program online in last 30 days	699	7.8%	58
Played a video/electronic game (console) in last 12 months	1,283	14.3%	126
Played a video/electronic game (portable) in last 12 months	466	5.2%	116
Financial (Adults)			
Have home mortgage (1st)	1,631	18.2%	58
Used ATM/cash machine in last 12 months	3,328	37.2%	76
Own any stock	617	6.9%	88
Own U.S. savings bond	476	5.3%	93
Own shares in mutual fund (stock)	566	6.3%	84
Own shares in mutual fund (bonds)	325	3.6%	74
Have interest checking account	1,364	15.3%	53
Have non-interest checking account	2,234	25.0%	88
Have savings account	3,479	38.9%	73
Have 401K retirement savings plan	550	6.2%	42
Own/used any credit/debit card in last 12 months	5,093	56.9%	77
Avg monthly credit card expenditures: <$111	847	9.5%	80
Avg monthly credit card expenditures: $111-$225	379	4.2%	65
Avg monthly credit card expenditures: $226-$450	558	6.2%	99
Avg monthly credit card expenditures: $451-$700	479	5.4%	98
Avg monthly credit card expenditures: $701-$1,000	340	3.8%	88
Avg monthly credit card expenditures: $1,001+	625	7.0%	76
Did banking online in last 12 months	1,677	18.8%	53
Did banking on mobile device in last 12 months	478	5.3%	51
Paid bills online in last 12 months	2,473	27.7%	66

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December 11, 2015

Retail Market Potential

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,656	74.4%	104
Used bread in last 6 months	8,310	92.9%	98
Used chicken (fresh or frozen) in last 6 mos	6,216	69.5%	97
Used turkey (fresh or frozen) in last 6 mos	1,690	18.9%	103
Used fish/seafood (fresh or frozen) in last 6 months	5,147	57.6%	103
Used fresh fruit/vegetables in last 6 months	7,444	83.2%	96
Used fresh milk in last 6 months	7,957	89.0%	99
Used organic food in last 6 months	1,758	19.7%	100
Health (Adults)			
Exercise at home 2+ times per week	1,939	21.7%	76
Exercise at club 2+ times per week	488	5.5%	42
Visited a doctor in last 12 months	6,591	73.7%	97
Used vitamin/dietary supplement in last 6 months	4,311	48.2%	90
Home (Households)			
Any home improvement in last 12 months	742	15.1%	55
Used housekeeper/maid/professional HH cleaning service in last 12	305	6.2%	47
Purchased low ticket HH furnishings in last 12 months	599	12.2%	78
Purchased big ticket HH furnishings in last 12 months	829	16.9%	80
Purchased bedding/bath goods in last 12 months	2,387	48.6%	91
Purchased cooking/serving product in last 12 months	1,091	22.2%	91
Bought any small kitchen appliance in last 12 months	970	19.7%	89
Bought any large kitchen appliance in last 12 months	588	12.0%	93
Insurance (Adults/Households)			
Currently carry life insurance	3,263	36.5%	84
Carry medical/hospital/accident insurance	4,812	53.8%	83
Carry homeowner insurance	2,735	30.6%	64
Carry renter's insurance	614	6.9%	93
Have auto insurance: 1 vehicle in household covered	1,898	38.6%	123
Have auto insurance: 2 vehicles in household covered	778	15.8%	56
Have auto insurance: 3+ vehicles in household covered	545	11.1%	51
Pets (Households)			
Household owns any pet	2,139	43.5%	82
Household owns any cat	832	16.9%	74
Household owns any dog	1,572	32.0%	80
Psychographics (Adults)			
Buying American is important to me	4,318	48.3%	112
Usually buy items on credit rather than wait	1,124	12.6%	110
Usually buy based on quality - not price	1,644	18.4%	103
Price is usually more important than brand name	2,934	32.8%	120
Usually use coupons for brands I buy often	1,889	21.1%	112
Am interested in how to help the environment	1,701	19.0%	114
Usually pay more for environ safe product	1,157	12.9%	102
Usually value green products over convenience	1,049	11.7%	115
Likely to buy a brand that supports a charity	2,749	30.7%	90
Reading (Adults)			
Bought digital book in last 12 months	588	6.6%	59
Bought hardcover book in last 12 months	1,603	17.9%	80
Bought paperback book in last 12 month	2,410	26.9%	80
Read any daily newspaper (paper version)	2,272	25.4%	90
Read any digital newspaper in last 30 days	1,868	20.9%	67
Read any magazine (paper/electronic version) in last 6 months	7,627	85.3%	94

December 11, 2015

Retail Market Potential

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

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	5,844	65.3%	86
Went to family restaurant/steak house: 4+ times a month	1,639	18.3%	64
Went to fast food/drive-in restaurant in last 6 months	7,776	87.0%	96
Went to fast food/drive-in restaurant 9+ times/mo	3,285	36.7%	91
Fast food/drive-in last 6 months: eat in	2,759	30.9%	85
Fast food/drive-in last 6 months: home delivery	887	9.9%	126
Fast food/drive-in last 6 months: take-out/drive-thru	3,808	42.6%	91
Fast food/drive-in last 6 months: take-out/walk-in	1,507	16.9%	86
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	657	7.3%	35
Own any portable MP3 player	2,176	24.3%	73
HH owns 1 TV	1,271	25.9%	128
HH owns 2 TVs	1,239	25.2%	96
HH owns 3 TVs	988	20.1%	94
HH owns 4+ TVs	670	13.6%	69
HH subscribes to cable TV	2,901	59.0%	116
HH subscribes to fiber optic	287	5.8%	88
HH has satellite dish	794	16.2%	63
HH owns DVD/Blu-ray player	2,590	52.7%	85
HH owns camcorder	471	9.6%	61
HH owns portable GPS navigation device	621	12.6%	46
HH purchased video game system in last 12 mos	276	5.6%	61
HH owns Internet video device for TV	198	4.0%	92
Travel (Adults)			
Domestic travel in last 12 months	2,435	27.2%	54
Took 3+ domestic non-business trips in last 12 months	944	10.6%	85
Spent on domestic vacations in last 12 months: <$1,000	574	6.4%	57
Spent on domestic vacations in last 12 months: $1,000-$1,499	478	5.3%	89
Spent on domestic vacations in last 12 months: $1,500-$1,999	239	2.7%	76
Spent on domestic vacations in last 12 months: $2,000-$2,999	266	3.0%	78
Spent on domestic vacations in last 12 months: $3,000+	370	4.1%	76
Domestic travel in the 12 months: used general travel website	565	6.3%	90
Foreign travel in last 3 years	749	8.4%	35
Took 3+ foreign trips by plane in last 3 years	299	3.3%	76
Spent on foreign vacations in last 12 months: <$1,000	314	3.5%	83
Spent on foreign vacations in last 12 months: $1,000-$2,999	227	2.5%	83
Spent on foreign vacations in last 12 months: $3,000+	343	3.8%	78
Foreign travel in last 3 years: used general travel website	426	4.8%	87
Nights spent in hotel/motel in last 12 months: any	2,225	24.9%	60
Took cruise of more than one day in last 3 years	692	7.7%	88
Member of any frequent flyer program	1,256	14.0%	84
Member of any hotel rewards program	1,027	11.5%	81

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December 11, 2015

Retail Market Potential

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

Demographic Summary	2015	2020
Population	59,513	60,583
Population 18+	45,272	45,845
Households	25,024	25,571
Median Household Income	$39,844	$45,987

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	20,634	45.6%	94
Bought any women's clothing in last 12 months	20,282	44.8%	100
Bought clothing for child <13 years in last 6 months	11,884	26.3%	94
Bought any shoes in last 12 months	23,294	51.5%	94
Bought costume jewelry in last 12 months	8,876	19.6%	98
Bought any fine jewelry in last 12 months	8,391	18.5%	96
Bought a watch in last 12 months	4,504	9.9%	87
Automobiles (Households)			
HH owns/leases any vehicle	20,384	81.5%	96
HH bought/leased new vehicle last 12 mo	1,711	6.8%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	37,474	82.8%	97
Bought/changed motor oil in last 12 months	23,116	51.1%	103
Had tune-up in last 12 months	13,124	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	28,989	64.0%	98
Drank regular cola in last 6 months	22,650	50.0%	109
Drank beer/ale in last 6 months	18,244	40.3%	95
Cameras (Adults)			
Own digital point & shoot camera	12,244	27.0%	84
Own digital single-lens reflex (SLR) camera	3,115	6.9%	80
Bought any camera in last 12 months	3,037	6.7%	93
Bought memory card for camera in last 12 months	2,743	6.1%	105
Printed digital photos in last 12 months	1,563	3.5%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,227	38.1%	104
Have a smartphone	19,179	42.4%	87
Have an iPhone	5,526	12.2%	65
Number of cell phones in household: 1	9,452	37.8%	118
Number of cell phones in household: 2	8,872	35.5%	96
Number of cell phones in household: 3+	4,658	18.6%	74
HH has cell phone only (no landline telephone)	11,504	46.0%	121
Computers (Households)			
HH owns a computer	16,920	67.6%	88
HH owns desktop computer	11,011	44.0%	90
HH owns laptop/notebook	10,709	42.8%	84
Spent <$500 on most recent home computer	3,494	14.0%	99
Spent $500-$999 on most recent home computer	4,904	19.6%	97
Spent $1,000-$1,499 on most recent home computer	2,144	8.6%	86
Spent $1,500-$1,999 on most recent home computer	972	3.9%	84
Spent $2,000+ on most recent home computer	761	3.0%	79

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December 11, 2015

Retail Market Potential

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	28,052	62.0%	102
Bought brewed coffee at convenience store in last 30 days	7,147	15.8%	103
Bought cigarettes at convenience store in last 30 days	8,613	19.0%	145
Bought gas at convenience store in last 30 days	17,052	37.7%	113
Spent at convenience store in last 30 days: <$20	3,556	7.9%	96
Spent at convenience store in last 30 days: $20-$39	3,890	8.6%	94
Spent at convenience store in last 30 days: $40-$50	3,447	7.6%	99
Spent at convenience store in last 30 days: $51-$99	2,498	5.5%	121
Spent at convenience store in last 30 days: $100+	11,926	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	25,922	57.3%	95
Went to live theater in last 12 months	4,764	10.5%	84
Went to a bar/night club in last 12 months	8,134	18.0%	105
Dined out in last 12 months	18,654	41.2%	92
Gambled at a casino in last 12 months	6,412	14.2%	96
Visited a theme park in last 12 months	6,750	14.9%	83
Viewed movie (video-on-demand) in last 30 days	6,565	14.5%	93
Viewed TV show (video-on-demand) in last 30 days	4,581	10.1%	83
Watched any pay-per-view TV in last 12 months	5,091	11.2%	86
Downloaded a movie over the Internet in last 30 days	2,718	6.0%	91
Downloaded any individual song in last 6 months	7,749	17.1%	83
Watched a movie online in the last 30 days	5,141	11.4%	84
Watched a TV program online in last 30 days	4,910	10.8%	81
Played a video/electronic game (console) in last 12 months	6,086	13.4%	118
Played a video/electronic game (portable) in last 12 months	2,329	5.1%	115
Financial (Adults)			
Have home mortgage (1st)	11,856	26.2%	83
Used ATM/cash machine in last 12 months	19,922	44.0%	90
Own any stock	2,954	6.5%	84
Own U.S. savings bond	2,156	4.8%	83
Own shares in mutual fund (stock)	2,936	6.5%	86
Own shares in mutual fund (bonds)	1,710	3.8%	77
Have interest checking account	11,126	24.6%	85
Have non-interest checking account	12,566	27.8%	98
Have savings account	22,010	48.6%	91
Have 401K retirement savings plan	5,234	11.6%	78
Own/used any credit/debit card in last 12 months	30,830	68.1%	92
Avg monthly credit card expenditures: <$111	5,503	12.2%	103
Avg monthly credit card expenditures: $111-$225	2,370	5.2%	81
Avg monthly credit card expenditures: $226-$450	2,681	5.9%	94
Avg monthly credit card expenditures: $451-$700	2,071	4.6%	84
Avg monthly credit card expenditures: $701-$1,000	1,568	3.5%	80
Avg monthly credit card expenditures: $1,001+	2,800	6.2%	67
Did banking online in last 12 months	12,952	28.6%	81
Did banking on mobile device in last 12 months	3,525	7.8%	75
Paid bills online in last 12 months	16,512	36.5%	87

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December 11, 2015

Retail Market Potential

209 W 5th St, Waterloo, Iowa, 50701

Ring: 3 mile radius

Prepared by Esri

Latitude: 42.49425

Longitude: -92.33879

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,096	73.1%	102
Used bread in last 6 months	43,096	95.2%	100
Used chicken (fresh or frozen) in last 6 mos	31,953	70.6%	99
Used turkey (fresh or frozen) in last 6 mos	8,441	18.6%	102
Used fish/seafood (fresh or frozen) in last 6 months	24,552	54.2%	97
Used fresh fruit/vegetables in last 6 months	38,875	85.9%	99
Used fresh milk in last 6 months	40,955	90.5%	101
Used organic food in last 6 months	7,872	17.4%	88
Health (Adults)			
Exercise at home 2+ times per week	11,347	25.1%	88
Exercise at club 2+ times per week	3,861	8.5%	66
Visited a doctor in last 12 months	33,657	74.3%	98
Used vitamin/dietary supplement in last 6 months	22,591	49.9%	93
Home (Households)			
Any home improvement in last 12 months	5,717	22.8%	83
Used housekeeper/maid/professional HH cleaning service in last 12	2,321	9.3%	71
Purchased low ticket HH furnishings in last 12 months	3,682	14.7%	94
Purchased big ticket HH furnishings in last 12 months	4,846	19.4%	92
Purchased bedding/bath goods in last 12 months	12,775	51.1%	96
Purchased cooking/serving product in last 12 months	5,619	22.5%	92
Bought any small kitchen appliance in last 12 months	5,286	21.1%	95
Bought any large kitchen appliance in last 12 months	3,143	12.6%	98
Insurance (Adults/Households)			
Currently carry life insurance	19,616	43.3%	100
Carry medical/hospital/accident insurance	27,891	61.6%	96
Carry homeowner insurance	19,529	43.1%	90
Carry renter's insurance	3,841	8.5%	115
Have auto insurance: 1 vehicle in household covered	9,280	37.1%	118
Have auto insurance: 2 vehicles in household covered	6,037	24.1%	86
Have auto insurance: 3+ vehicles in household covered	4,000	16.0%	73
Pets (Households)			
Household owns any pet	12,652	50.6%	95
Household owns any cat	5,696	22.8%	100
Household owns any dog	9,239	36.9%	93
Psychographics (Adults)			
Buying American is important to me	21,516	47.5%	111
Usually buy items on credit rather than wait	5,008	11.1%	97
Usually buy based on quality - not price	8,087	17.9%	100
Price is usually more important than brand name	13,397	29.6%	108
Usually use coupons for brands I buy often	9,389	20.7%	110
Am interested in how to help the environment	7,386	16.3%	98
Usually pay more for environ safe product	5,609	12.4%	98
Usually value green products over convenience	4,376	9.7%	95
Likely to buy a brand that supports a charity	15,356	33.9%	99
Reading (Adults)			
Bought digital book in last 12 months	3,816	8.4%	76
Bought hardcover book in last 12 months	8,792	19.4%	86
Bought paperback book in last 12 month	13,470	29.8%	88
Read any daily newspaper (paper version)	13,379	29.6%	105
Read any digital newspaper in last 30 days	12,060	26.6%	85
Read any magazine (paper/electronic version) in last 6 months	40,312	89.0%	98

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December 11, 2015

Retail Market Potential

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

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	33,197	73.3%	97
Went to family restaurant/steak house: 4+ times a month	12,227	27.0%	94
Went to fast food/drive-in restaurant in last 6 months	41,123	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	18,419	40.7%	101
Fast food/drive-in last 6 months: eat in	15,557	34.4%	94
Fast food/drive-in last 6 months: home delivery	4,031	8.9%	113
Fast food/drive-in last 6 months: take-out/drive-thru	21,627	47.8%	102
Fast food/drive-in last 6 months: take-out/walk-in	8,417	18.6%	95
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	6,836	15.1%	71
Own any portable MP3 player	12,585	27.8%	83
HH owns 1 TV	5,376	21.5%	107
HH owns 2 TVs	6,777	27.1%	103
HH owns 3 TVs	5,242	20.9%	98
HH owns 4+ TVs	4,286	17.1%	87
HH subscribes to cable TV	14,139	56.5%	111
HH subscribes to fiber optic	1,067	4.3%	64
HH has satellite dish	5,130	20.5%	80
HH owns DVD/Blu-ray player	14,672	58.6%	95
HH owns camcorder	2,943	11.8%	75
HH owns portable GPS navigation device	5,285	21.1%	77
HH purchased video game system in last 12 mos	1,648	6.6%	71
HH owns Internet video device for TV	833	3.3%	76
Travel (Adults)			
Domestic travel in last 12 months	18,553	41.0%	82
Took 3+ domestic non-business trips in last 12 months	4,644	10.3%	82
Spent on domestic vacations in last 12 months: <$1,000	4,302	9.5%	85
Spent on domestic vacations in last 12 months: $1,000-$1,499	2,260	5.0%	83
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,366	3.0%	86
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,312	2.9%	76
Spent on domestic vacations in last 12 months: $3,000+	1,863	4.1%	76
Domestic travel in the 12 months: used general travel website	2,784	6.1%	87
Foreign travel in last 3 years	6,315	13.9%	59
Took 3+ foreign trips by plane in last 3 years	1,168	2.6%	59
Spent on foreign vacations in last 12 months: <$1,000	1,300	2.9%	68
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,072	2.4%	78
Spent on foreign vacations in last 12 months: $3,000+	1,364	3.0%	61
Foreign travel in last 3 years: used general travel website	1,755	3.9%	71
Nights spent in hotel/motel in last 12 months: any	15,392	34.0%	82
Took cruise of more than one day in last 3 years	3,055	6.7%	77
Member of any frequent flyer program	5,195	11.5%	69
Member of any hotel rewards program	5,065	11.2%	79

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December 11, 2015

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

Prepared by Esri
Latitude: 42.49425
Longitude: -92.33879

Demographic Summary	2015	2020
Population	82,758	84,360
Population 18+	63,820	64,760
Households	35,267	36,093
Median Household Income	$44,058	$51,389

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	30,003	47.0%	97
Bought any women's clothing in last 12 months	28,878	45.2%	101
Bought clothing for child <13 years in last 6 months	16,865	26.4%	94
Bought any shoes in last 12 months	33,502	52.5%	96
Bought costume jewelry in last 12 months	12,777	20.0%	100
Bought any fine jewelry in last 12 months	11,998	18.8%	97
Bought a watch in last 12 months	6,641	10.4%	91
Automobiles (Households)			
HH owns/leases any vehicle	29,493	83.6%	98
HH bought/leased new vehicle last 12 mo	2,637	7.5%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	54,116	84.8%	100
Bought/changed motor oil in last 12 months	32,912	51.6%	104
Had tune-up in last 12 months	18,788	29.4%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	40,751	63.9%	97
Drank regular cola in last 6 months	31,261	49.0%	107
Drank beer/ale in last 6 months	26,598	41.7%	98
Cameras (Adults)			
Own digital point & shoot camera	18,808	29.5%	91
Own digital single-lens reflex (SLR) camera	4,657	7.3%	85
Bought any camera in last 12 months	4,330	6.8%	94
Bought memory card for camera in last 12 months	4,025	6.3%	110
Printed digital photos in last 12 months	2,269	3.6%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	24,062	37.7%	103
Have a smartphone	27,609	43.3%	89
Have an iPhone	8,607	13.5%	72
Number of cell phones in household: 1	13,042	37.0%	115
Number of cell phones in household: 2	12,663	35.9%	97
Number of cell phones in household: 3+	6,851	19.4%	77
HH has cell phone only (no landline telephone)	15,607	44.3%	117
Computers (Households)			
HH owns a computer	24,926	70.7%	92
HH owns desktop computer	16,101	45.7%	94
HH owns laptop/notebook	16,058	45.5%	89
Spent <$500 on most recent home computer	5,074	14.4%	102
Spent $500-$999 on most recent home computer	7,186	20.4%	101
Spent $1,000-$1,499 on most recent home computer	3,193	9.1%	91
Spent $1,500-$1,999 on most recent home computer	1,373	3.9%	84
Spent $2,000+ on most recent home computer	1,104	3.1%	81

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December 11, 2015

Retail Market Potential

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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	40,050	62.8%	104
Bought brewed coffee at convenience store in last 30 days	10,344	16.2%	106
Bought cigarettes at convenience store in last 30 days	11,577	18.1%	138
Bought gas at convenience store in last 30 days	24,322	38.1%	115
Spent at convenience store in last 30 days: <$20	5,163	8.1%	99
Spent at convenience store in last 30 days: $20-$39	5,517	8.6%	95
Spent at convenience store in last 30 days: $40-$50	4,891	7.7%	100
Spent at convenience store in last 30 days: $51-$99	3,430	5.4%	118
Spent at convenience store in last 30 days: $100+	16,813	26.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	37,237	58.3%	97
Went to live theater in last 12 months	7,186	11.3%	90
Went to a bar/night club in last 12 months	11,715	18.4%	107
Dined out in last 12 months	27,876	43.7%	97
Gambled at a casino in last 12 months	9,291	14.6%	99
Visited a theme park in last 12 months	9,708	15.2%	84
Viewed movie (video-on-demand) in last 30 days	9,485	14.9%	95
Viewed TV show (video-on-demand) in last 30 days	6,586	10.3%	84
Watched any pay-per-view TV in last 12 months	7,394	11.6%	88
Downloaded a movie over the Internet in last 30 days	3,802	6.0%	90
Downloaded any individual song in last 6 months	11,577	18.1%	88
Watched a movie online in the last 30 days	7,336	11.5%	85
Watched a TV program online in last 30 days	7,283	11.4%	85
Played a video/electronic game (console) in last 12 months	8,459	13.3%	116
Played a video/electronic game (portable) in last 12 months	3,230	5.1%	113
Financial (Adults)			
Have home mortgage (1st)	18,315	28.7%	91
Used ATM/cash machine in last 12 months	29,225	45.8%	94
Own any stock	4,530	7.1%	91
Own U.S. savings bond	3,336	5.2%	91
Own shares in mutual fund (stock)	4,467	7.0%	93
Own shares in mutual fund (bonds)	2,654	4.2%	84
Have interest checking account	17,104	26.8%	93
Have non-interest checking account	18,295	28.7%	102
Have savings account	32,659	51.2%	96
Have 401K retirement savings plan	8,138	12.8%	86
Own/used any credit/debit card in last 12 months	45,172	70.8%	96
Avg monthly credit card expenditures: <$111	7,940	12.4%	105
Avg monthly credit card expenditures: $111-$225	3,600	5.6%	87
Avg monthly credit card expenditures: $226-$450	3,910	6.1%	97
Avg monthly credit card expenditures: $451-$700	3,178	5.0%	91
Avg monthly credit card expenditures: $701-$1,000	2,382	3.7%	86
Avg monthly credit card expenditures: $1,001+	4,327	6.8%	74
Did banking online in last 12 months	19,861	31.1%	89
Did banking on mobile device in last 12 months	5,344	8.4%	81
Paid bills online in last 12 months	24,496	38.4%	92

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Retail Market Potential

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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	47,011	73.7%	103
Used bread in last 6 months	60,959	95.5%	100
Used chicken (fresh or frozen) in last 6 mos	45,389	71.1%	100
Used turkey (fresh or frozen) in last 6 mos	11,972	18.8%	102
Used fish/seafood (fresh or frozen) in last 6 months	34,889	54.7%	98
Used fresh fruit/vegetables in last 6 months	55,303	86.7%	100
Used fresh milk in last 6 months	57,979	90.8%	101
Used organic food in last 6 months	11,069	17.3%	88
Health (Adults)			
Exercise at home 2+ times per week	16,884	26.5%	93
Exercise at club 2+ times per week	6,114	9.6%	74
Visited a doctor in last 12 months	48,030	75.3%	100
Used vitamin/dietary supplement in last 6 months	32,618	51.1%	95
Home (Households)			
Any home improvement in last 12 months	8,685	24.6%	89
Used housekeeper/maid/professional HH cleaning service in last 12	3,641	10.3%	79
Purchased low ticket HH furnishings in last 12 months	5,372	15.2%	98
Purchased big ticket HH furnishings in last 12 months	7,048	20.0%	95
Purchased bedding/bath goods in last 12 months	18,315	51.9%	97
Purchased cooking/serving product in last 12 months	8,098	23.0%	94
Bought any small kitchen appliance in last 12 months	7,646	21.7%	97
Bought any large kitchen appliance in last 12 months	4,480	12.7%	99
Insurance (Adults/Households)			
Currently carry life insurance	28,727	45.0%	104
Carry medical/hospital/accident insurance	40,542	63.5%	99
Carry homeowner insurance	29,633	46.4%	97
Carry renter's insurance	5,536	8.7%	117
Have auto insurance: 1 vehicle in household covered	12,652	35.9%	114
Have auto insurance: 2 vehicles in household covered	8,961	25.4%	91
Have auto insurance: 3+ vehicles in household covered	6,384	18.1%	82
Pets (Households)			
Household owns any pet	18,249	51.7%	97
Household owns any cat	8,346	23.7%	104
Household owns any dog	13,300	37.7%	95
Psychographics (Adults)			
Buying American is important to me	30,360	47.6%	111
Usually buy items on credit rather than wait	6,919	10.8%	95
Usually buy based on quality - not price	11,106	17.4%	97
Price is usually more important than brand name	18,583	29.1%	106
Usually use coupons for brands I buy often	13,249	20.8%	110
Am interested in how to help the environment	10,231	16.0%	96
Usually pay more for environ safe product	7,705	12.1%	96
Usually value green products over convenience	5,921	9.3%	91
Likely to buy a brand that supports a charity	21,741	34.1%	99
Reading (Adults)			
Bought digital book in last 12 months	6,034	9.5%	85
Bought hardcover book in last 12 months	13,127	20.6%	92
Bought paperback book in last 12 month	19,697	30.9%	91
Read any daily newspaper (paper version)	19,503	30.6%	109
Read any digital newspaper in last 30 days	18,135	28.4%	91
Read any magazine (paper/electronic version) in last 6 months	57,364	89.9%	99

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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	47,896	75.0%	99
Went to family restaurant/steak house: 4+ times a month	18,128	28.4%	99
Went to fast food/drive-in restaurant in last 6 months	58,349	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	26,332	41.3%	102
Fast food/drive-in last 6 months: eat in	22,686	35.5%	98
Fast food/drive-in last 6 months: home delivery	5,729	9.0%	114
Fast food/drive-in last 6 months: take-out/drive-thru	31,289	49.0%	105
Fast food/drive-in last 6 months: take-out/walk-in	12,061	18.9%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10,639	16.7%	79
Own any portable MP3 player	18,593	29.1%	87
HH owns 1 TV	7,422	21.0%	104
HH owns 2 TVs	9,594	27.2%	103
HH owns 3 TVs	7,479	21.2%	99
HH owns 4+ TVs	6,328	17.9%	91
HH subscribes to cable TV	19,989	56.7%	111
HH subscribes to fiber optic	1,493	4.2%	64
HH has satellite dish	7,446	21.1%	83
HH owns DVD/Blu-ray player	21,163	60.0%	97
HH owns camcorder	4,472	12.7%	81
HH owns portable GPS navigation device	8,275	23.5%	85
HH purchased video game system in last 12 mos	2,387	6.8%	73
HH owns Internet video device for TV	1,224	3.5%	80
Travel (Adults)			
Domestic travel in last 12 months	28,196	44.2%	88
Took 3+ domestic non-business trips in last 12 months	7,004	11.0%	88
Spent on domestic vacations in last 12 months: <$1,000	6,392	10.0%	89
Spent on domestic vacations in last 12 months: $1,000-$1,499	3,383	5.3%	88
Spent on domestic vacations in last 12 months: $1,500-$1,999	2,065	3.2%	92
Spent on domestic vacations in last 12 months: $2,000-$2,999	2,062	3.2%	84
Spent on domestic vacations in last 12 months: $3,000+	2,791	4.4%	80
Domestic travel in the 12 months: used general travel website	4,024	6.3%	90
Foreign travel in last 3 years	10,161	15.9%	67
Took 3+ foreign trips by plane in last 3 years	1,744	2.7%	62
Spent on foreign vacations in last 12 months: <$1,000	1,920	3.0%	72
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,600	2.5%	82
Spent on foreign vacations in last 12 months: $3,000+	2,086	3.3%	66
Foreign travel in last 3 years: used general travel website	2,612	4.1%	75
Nights spent in hotel/motel in last 12 months: any	23,382	36.6%	89
Took cruise of more than one day in last 3 years	4,612	7.2%	83
Member of any frequent flyer program	7,799	12.2%	73
Member of any hotel rewards program	7,618	11.9%	84

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