



Retail Marketplace Potential

Hawarden city, IA (1935265)

Geography: Place

Demographic Summary		2019	2024
Population		2,706	2,787
Population 18+		2,053	2,064
Households		1,077	1,110
Median Household Income		\$50,579	\$54,574

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	954	46.5%	98
Bought any women's clothing in last 12 months	883	43.0%	100
Bought clothing for child <13 years in last 6 months	515	25.1%	94
Bought any shoes in last 12 months	1,023	49.8%	95
Bought costume jewelry in last 12 months	227	11.1%	63
Bought any fine jewelry in last 12 months	346	16.9%	94
Bought a watch in last 12 months	318	15.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	912	84.7%	99
HH bought/leased new vehicle last 12 months	66	6.1%	62
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,737	84.6%	99
Bought/changed motor oil in last 12 months	1,103	53.7%	113
Had tune-up in last 12 months	524	25.5%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,348	65.7%	92
Drank regular cola in last 6 months	1,057	51.5%	116
Drank beer/ale in last 6 months	852	41.5%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	221	10.8%	108
Own digital SLR camera/camcorder	128	6.2%	79
Printed digital photos in last 12 months	415	20.2%	88
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	681	33.2%	96
Have a smartphone	1,474	71.8%	86
Have a smartphone: Android phone (any brand)	850	41.4%	102
Have a smartphone: Apple iPhone	555	27.0%	65
Number of cell phones in household: 1	427	39.6%	130
Number of cell phones in household: 2	393	36.5%	94
Number of cell phones in household: 3+	206	19.1%	68
HH has cell phone only (no landline telephone)	564	52.4%	93
Computers (Households)			
HH owns a computer	639	59.3%	81
HH owns desktop computer	344	31.9%	87
HH owns laptop/notebook	495	46.0%	81
HH owns any Apple/Mac brand computer	83	7.7%	43
HH owns any PC/non-Apple brand computer	588	54.6%	89
HH purchased most recent computer in a store	367	34.1%	94
HH purchased most recent computer online	114	10.6%	78
Spent <\$1-499 on most recent home computer	220	20.4%	139
Spent \$500-\$999 on most recent home computer	155	14.4%	86
Spent \$1,000-\$1,499 on most recent home computer	60	5.6%	58
Spent \$1,500-\$1,999 on most recent home computer	21	1.9%	44
Spent \$2,000+ on most recent home computer	35	3.2%	82

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 2019 and 2024.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,332	64.9%	103
Bought brewed coffee at convenience store in last 30 days	291	14.2%	102
Bought cigarettes at convenience store in last 30 days	341	16.6%	154
Bought gas at convenience store in last 30 days	850	41.4%	111
Spent at convenience store in last 30 days: <\$1-19	138	6.7%	98
Spent at convenience store in last 30 days: \$20-\$39	267	13.0%	137
Spent at convenience store in last 30 days: \$40-\$50	187	9.1%	110
Spent at convenience store in last 30 days: \$51-\$99	130	6.3%	114
Spent at convenience store in last 30 days: \$100+	485	23.6%	106
Entertainment (Adults)			
Attended a movie in last 6 months	983	47.9%	82
Went to live theater in last 12 months	140	6.8%	62
Went to a bar/night club in last 12 months	339	16.5%	96
Dined out in last 12 months	988	48.1%	92
Gambled at a casino in last 12 months	241	11.7%	89
Visited a theme park in last 12 months	248	12.1%	64
Viewed movie (video-on-demand) in last 30 days	203	9.9%	57
Viewed TV show (video-on-demand) in last 30 days	173	8.4%	67
Watched any pay-per-view TV in last 12 months	183	8.9%	91
Downloaded a movie over the Internet in last 30 days	139	6.8%	71
Downloaded any individual song in last 6 months	275	13.4%	70
Watched a movie online in the last 30 days	378	18.4%	68
Watched a TV program online in last 30 days	325	15.8%	83
Played a video/electronic game (console) in last 12 months	205	10.0%	113
Played a video/electronic game (portable) in last 12 months	57	2.8%	59
Financial (Adults)			
Have home mortgage (1st)	543	26.4%	85
Used ATM/cash machine in last 12 months	910	44.3%	84
Own any stock	82	4.0%	56
Own U.S. savings bond	55	2.7%	61
Own shares in mutual fund (stock)	52	2.5%	35
Own shares in mutual fund (bonds)	48	2.3%	49
Have interest checking account	578	28.2%	98
Have non-interest checking account	648	31.6%	108
Have savings account	1,061	51.7%	90
Have 401K retirement savings plan	243	11.8%	74
Own/used any credit/debit card in last 12 months	1,552	75.6%	95
Avg monthly credit card expenditures: <\$1-110	352	17.1%	149
Avg monthly credit card expenditures: \$111-\$225	140	6.8%	93
Avg monthly credit card expenditures: \$226-\$450	149	7.3%	106
Avg monthly credit card expenditures: \$451-\$700	111	5.4%	88
Avg monthly credit card expenditures: \$701-\$1,000	56	2.7%	49
Avg monthly credit card expenditures: \$1,001+	99	4.8%	41
Did banking online in last 12 months	619	30.2%	77
Did banking on mobile device in last 12 months	480	23.4%	90
Paid bills online in last 12 months	866	42.2%	84

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	816	75.8%	110
Used bread in last 6 months	1,029	95.5%	103
Used chicken (fresh or frozen) in last 6 months	701	65.1%	94
Used turkey (fresh or frozen) in last 6 months	149	13.8%	92
Used fish/seafood (fresh or frozen) in last 6 months	548	50.9%	92
Used fresh fruit/vegetables in last 6 months	904	83.9%	98
Used fresh milk in last 6 months	959	89.0%	104
Used organic food in last 6 months	139	12.9%	54
Health (Adults)			
Exercise at home 2+ times per week	402	19.6%	71
Exercise at club 2+ times per week	138	6.7%	47
Visited a doctor in last 12 months	1,646	80.2%	104
Used vitamin/dietary supplement in last 6 months	1,041	50.7%	94
Home (Households)			
Did any home improvement in last 12 months	276	25.6%	93
Used any housekeeper/professional cleaning service in last 12 months	111	10.3%	71
Purchased low ticket HH furnishings in last 12 months	125	11.6%	68
Purchased big ticket HH furnishings in last 12 months	189	17.5%	79
Bought any small kitchen appliance in last 12 months	206	19.1%	86
Bought any large kitchen appliance in last 12 months	124	11.5%	83
Insurance (Adults/Households)			
Currently carry life insurance	962	46.9%	106
Carry medical/hospital/accident insurance	1,602	78.0%	104
Carry homeowner insurance	1,049	51.1%	108
Carry renter's insurance	169	8.2%	97
Have auto insurance: 1 vehicle in household covered	396	36.8%	119
Have auto insurance: 2 vehicles in household covered	265	24.6%	86
Have auto insurance: 3+ vehicles in household covered	232	21.5%	94
Pets (Households)			
Household owns any pet	586	54.4%	100
Household owns any cat	254	23.6%	104
Household owns any dog	468	43.5%	104
Psychographics (Adults)			
Buying American is important to me	973	47.4%	121
Usually buy items on credit rather than wait	241	11.7%	89
Usually buy based on quality - not price	369	18.0%	95
Price is usually more important than brand name	616	30.0%	109
Usually use coupons for brands I buy often	383	18.7%	108
Am interested in how to help the environment	275	13.4%	69
Usually pay more for environ safe product	212	10.3%	73
Usually value green products over convenience	234	11.4%	101
Likely to buy a brand that supports a charity	719	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	158	7.7%	59
Bought hardcover book in last 12 months	289	14.1%	70
Bought paperback book in last 12 month	513	25.0%	88
Read any daily newspaper (paper version)	532	25.9%	141
Read any digital newspaper in last 30 days	629	30.6%	77
Read any magazine (paper/electronic version) in last 6 months	1,823	88.8%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,460	71.1%	95
Went to family restaurant/steak house: 4+ times a month	447	21.8%	82
Went to fast food/drive-in restaurant in last 6 months	1,921	93.6%	103
Went to fast food/drive-in restaurant 9+ times/month	734	35.8%	91
Fast food restaurant last 6 months: eat in	763	37.2%	100
Fast food restaurant last 6 months: home delivery	157	7.6%	89
Fast food restaurant last 6 months: take-out/drive-thru	977	47.6%	101
Fast food restaurant last 6 months: take-out/walk-in	352	17.1%	82
Television & Electronics (Adults/Households)			
Own any tablet	734	35.8%	74
Own any e-reader	160	7.8%	94
Own e-reader/tablet: iPad	292	14.2%	50
HH has Internet connectable TV	270	25.1%	88
Own any portable MP3 player	311	15.1%	82
HH owns 1 TV	229	21.3%	101
HH owns 2 TVs	280	26.0%	97
HH owns 3 TVs	228	21.2%	101
HH owns 4+ TVs	215	20.0%	115
HH subscribes to cable TV	462	42.9%	98
HH subscribes to fiber optic	29	2.7%	38
HH owns portable GPS navigation device	241	22.4%	98
HH purchased video game system in last 12 months	60	5.6%	68
HH owns any Internet video device for TV	162	15.0%	63
Travel (Adults)			
Took domestic trip in continental US last 12 months	852	41.5%	79
Took 3+ domestic non-business trips in last 12 months	174	8.5%	72
Spent on domestic vacations in last 12 months: <\$1-999	189	9.2%	85
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	77	3.8%	60
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	73	3.6%	88
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	46	2.2%	54
Spent on domestic vacations in last 12 months: \$3,000+	94	4.6%	71
Domestic travel in last 12 months: used general travel website	79	3.8%	56
Took foreign trip (including Alaska and Hawaii) in last 3 years	265	12.9%	47
Took 3+ foreign trips by plane in last 3 years	39	1.9%	35
Spent on foreign vacations in last 12 months: <\$1-999	67	3.3%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	51	2.5%	62
Spent on foreign vacations in last 12 months: \$3,000+	41	2.0%	32
Foreign travel in last 3 years: used general travel website	29	1.4%	25
Nights spent in hotel/motel in last 12 months: any	783	38.1%	86
Took cruise of more than one day in last 3 years	91	4.4%	50
Member of any frequent flyer program	106	5.2%	29
Member of any hotel rewards program	253	12.3%	68

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