



Retail Market Potential

Hawarden, IA (1935265)

Geography: Place

Demographic Summary		2020	2025
Population		2,726	2,805
Population 18+		2,060	2,065
Households		1,089	1,122
Median Household Income		\$51,946	\$53,901

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	990	48.1%	100
Bought any women's clothing in last 12 months	942	45.7%	104
Bought clothing for child <13 years in last 6 months	523	25.4%	96
Bought any shoes in last 12 months	988	48.0%	91
Bought costume jewelry in last 12 months	316	15.3%	90
Bought any fine jewelry in last 12 months	390	18.9%	105
Bought a watch in last 12 months	295	14.3%	93
Automobiles (Households)			
HH owns/leases any vehicle	941	86.4%	101
HH bought/leased new vehicle last 12 months	70	6.4%	68
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,818	88.3%	104
Bought/changed motor oil in last 12 months	1,093	53.1%	114
Had tune-up in last 12 months	480	23.3%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,392	67.6%	94
Drank regular cola in last 6 months	967	46.9%	108
Drank beer/ale in last 6 months	795	38.6%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	192	9.3%	110
Own digital SLR camera/camcorder	77	3.7%	49
Printed digital photos in last 12 months	385	18.7%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	681	33.1%	98
Have a smartphone	1,631	79.2%	91
Have a smartphone: Android phone (any brand)	992	48.2%	117
Have a smartphone: Apple iPhone	582	28.3%	63
Number of cell phones in household: 1	440	40.4%	134
Number of cell phones in household: 2	409	37.6%	98
Number of cell phones in household: 3+	198	18.2%	63
HH has cell phone only (no landline telephone)	663	60.9%	101
Computers (Households)			
HH owns a computer	619	56.8%	77
HH owns desktop computer	278	25.5%	73
HH owns laptop/notebook	490	45.0%	78
HH owns any Apple/Mac brand computer	89	8.2%	43
HH owns any PC/non-Apple brand computer	558	51.2%	85
HH purchased most recent computer in a store	329	30.2%	85
HH purchased most recent computer online	114	10.5%	74
HH spent \$1-\$499 on most recent home computer	186	17.1%	117
HH spent \$500-\$999 on most recent home computer	138	12.7%	79
HH spent \$1,000-\$1,499 on most recent home computer	65	6.0%	62
HH spent \$1,500-\$1,999 on most recent home computer	40	3.7%	83
HH spent \$2,000+ on most recent home computer	14	1.3%	32

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 2020 and 2025.

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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,332	64.7%	104
Bought brewed coffee at convenience store in last 30 days	275	13.3%	101
Bought cigarettes at convenience store in last 30 days	350	17.0%	162
Bought gas at convenience store in last 30 days	925	44.9%	121
Spent at convenience store in last 30 days: \$1-19	96	4.7%	69
Spent at convenience store in last 30 days: \$20-\$39	215	10.4%	112
Spent at convenience store in last 30 days: \$40-\$50	172	8.3%	105
Spent at convenience store in last 30 days: \$51-\$99	130	6.3%	116
Spent at convenience store in last 30 days: \$100+	553	26.8%	118
Entertainment (Adults)			
Attended a movie in last 6 months	979	47.5%	81
Went to live theater in last 12 months	160	7.8%	68
Went to a bar/night club in last 12 months	278	13.5%	80
Dined out in last 12 months	912	44.3%	87
Gambled at a casino in last 12 months	264	12.8%	94
Visited a theme park in last 12 months	231	11.2%	60
Viewed movie (video-on-demand) in last 30 days	197	9.6%	58
Viewed TV show (video-on-demand) in last 30 days	137	6.7%	57
Watched any pay-per-view TV in last 12 months	181	8.8%	100
Downloaded a movie over the Internet in last 30 days	135	6.6%	65
Downloaded any individual song in last 6 months	255	12.4%	66
Watched a movie online in the last 30 days	421	20.4%	68
Watched a TV program online in last 30 days	295	14.3%	71
Played a video/electronic game (console) in last 12 months	216	10.5%	116
Played a video/electronic game (portable) in last 12 months	74	3.6%	84
Financial (Adults)			
Have home mortgage (1st)	534	25.9%	84
Used ATM/cash machine in last 12 months	908	44.1%	84
Own any stock	103	5.0%	71
Own U.S. savings bond	77	3.7%	89
Own shares in mutual fund (stock)	101	4.9%	69
Own shares in mutual fund (bonds)	70	3.4%	72
Have interest checking account	574	27.9%	98
Have non-interest checking account	582	28.3%	98
Have savings account	994	48.3%	85
Have 401K retirement savings plan	269	13.1%	81
Own/used any credit/debit card in last 12 months	1,572	76.3%	95
Avg monthly credit card expenditures: \$1-110	337	16.4%	144
Avg monthly credit card expenditures: \$111-\$225	86	4.2%	58
Avg monthly credit card expenditures: \$226-\$450	136	6.6%	96
Avg monthly credit card expenditures: \$451-\$700	77	3.7%	60
Avg monthly credit card expenditures: \$701-\$1,000	85	4.1%	70
Avg monthly credit card expenditures: \$1,001+	119	5.8%	47
Did banking online in last 12 months	594	28.8%	74
Did banking on mobile device in last 12 months	422	20.5%	72
Paid bills online in last 12 months	861	41.8%	82

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	797	73.2%	107
HH used bread in last 6 months	1,035	95.0%	102
HH used chicken (fresh or frozen) in last 6 months	674	61.9%	91
HH used turkey (fresh or frozen) in last 6 months	160	14.7%	98
HH used fish/seafood (fresh or frozen) in last 6 months	546	50.1%	91
HH used fresh fruit/vegetables in last 6 months	854	78.4%	93
HH used fresh milk in last 6 months	970	89.1%	105
HH used organic food in last 6 months	178	16.3%	68
Health (Adults)			
Exercise at home 2+ times per week	435	21.1%	77
Exercise at club 2+ times per week	129	6.3%	44
Visited a doctor in last 12 months	1,555	75.5%	99
Used vitamin/dietary supplement in last 6 months	1,013	49.2%	92
Home (Households)			
HH did any home improvement in last 12 months	302	27.7%	102
HH used any maid/professional cleaning service in last 12 months	81	7.4%	50
HH purchased low ticket HH furnishings in last 12 months	143	13.1%	75
HH purchased big ticket HH furnishings in last 12 months	179	16.4%	72
HH bought any small kitchen appliance in last 12 months	189	17.4%	77
HH bought any large kitchen appliance in last 12 months	128	11.8%	89
Insurance (Adults/Households)			
Currently carry life insurance	910	44.2%	102
Carry medical/hospital/accident insurance	1,553	75.4%	102
Carry homeowner insurance	1,029	50.0%	108
Carry renter's insurance	163	7.9%	91
HH has auto insurance: 1 vehicle in household covered	404	37.1%	122
HH has auto insurance: 2 vehicles in household covered	248	22.8%	82
HH has auto insurance: 3+ vehicles in household covered	233	21.4%	95
Pets (Households)			
Household owns any pet	589	54.1%	101
Household owns any cat	250	23.0%	101
Household owns any dog	471	43.3%	105
Psychographics (Adults)			
Buying American is important to me	933	45.3%	123
Usually buy items on credit rather than wait	207	10.0%	74
Usually buy based on quality - not price	337	16.4%	89
Price is usually more important than brand name	544	26.4%	94
Usually use coupons for brands I buy often	339	16.5%	103
Am interested in how to help the environment	269	13.1%	66
Usually pay more for environ safe product	252	12.2%	83
Usually value green products over convenience	159	7.7%	68
Likely to buy a brand that supports a charity	720	35.0%	98
Reading (Adults)			
Bought digital book in last 12 months	179	8.7%	66
Bought hardcover book in last 12 months	299	14.5%	73
Bought paperback book in last 12 month	501	24.3%	87
Read any daily newspaper (paper version)	484	23.5%	148
Read any digital newspaper in last 30 days	659	32.0%	78
Read any magazine (paper/electronic version) in last 6 months	1,831	88.9%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,446	70.2%	95
Went to family restaurant/steak house: 4+ times a month	486	23.6%	90
Went to fast food/drive-in restaurant in last 6 months	1,889	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	756	36.7%	94
Fast food restaurant last 6 months: eat in	724	35.1%	98
Fast food restaurant last 6 months: home delivery	107	5.2%	61
Fast food restaurant last 6 months: take-out/drive-thru	913	44.3%	97
Fast food restaurant last 6 months: take-out/walk-in	325	15.8%	76
Television & Electronics (Adults/Households)			
Own any tablet	855	41.5%	83
Own any e-reader	160	7.8%	80
Own e-reader/tablet: iPad	285	13.8%	47
HH has Internet connectable TV	314	28.8%	91
Own any portable MP3 player	297	14.4%	90
HH owns 1 TV	269	24.7%	116
HH owns 2 TVs	290	26.6%	101
HH owns 3 TVs	216	19.8%	94
HH owns 4+ TVs	175	16.1%	96
HH subscribes to cable TV	430	39.5%	95
HH subscribes to fiber optic	22	2.0%	31
HH owns portable GPS navigation device	222	20.4%	100
HH purchased video game system in last 12 months	53	4.9%	57
HH owns any Internet video device for TV	218	20.0%	72
Travel (Adults)			
Took domestic trip in continental US last 12 months	806	39.1%	74
Took 3+ domestic non-business trips in last 12 months	174	8.4%	71
Spent on domestic vacations in last 12 months: \$1-999	174	8.4%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	76	3.7%	59
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	57	2.8%	72
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	37	1.8%	41
Spent on domestic vacations in last 12 months: \$3,000+	71	3.4%	54
Domestic travel in last 12 months: used general travel website	67	3.3%	49
Took foreign trip (including Alaska and Hawaii) in last 3 years	272	13.2%	46
Took 3+ foreign trips by plane in last 3 years	44	2.1%	37
Spent on foreign vacations in last 12 months: \$1-999	73	3.5%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	64	3.1%	72
Spent on foreign vacations in last 12 months: \$3,000+	47	2.3%	34
Foreign travel in last 3 years: used general travel website	35	1.7%	29
Nights spent in hotel/motel in last 12 months: any	721	35.0%	78
Took cruise of more than one day in last 3 years	110	5.3%	58
Member of any frequent flyer program	167	8.1%	44
Member of any hotel rewards program	287	13.9%	73

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