



# Retail Market Potential

Lyon County, IA (19119)

Geography: County

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		11,898	12,101
Population 18+		8,771	8,805
Households		4,562	4,639
Median Household Income		\$53,833	\$60,936

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	4,363	49.7%	104
Bought any women's clothing in last 12 months	4,213	48.0%	111
Bought clothing for child <13 years in last 6 months	2,562	29.2%	106
Bought any shoes in last 12 months	4,989	56.9%	106
Bought costume jewelry in last 12 months	1,304	14.9%	78
Bought any fine jewelry in last 12 months	1,343	15.3%	85
Bought a watch in last 12 months	1,292	14.7%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,168	91.4%	107
HH bought/leased new vehicle last 12 mo	389	8.5%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	7,791	88.8%	105
Bought/changed motor oil in last 12 months	5,364	61.2%	127
Had tune-up in last 12 months	2,067	23.6%	82
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	5,669	64.6%	97
Drank regular cola in last 6 months	4,214	48.0%	109
Drank beer/ale in last 6 months	3,361	38.3%	91
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,895	21.6%	102
Own digital SLR camera/camcorder	572	6.5%	78
Printed digital photos in last 12 months	1,243	14.2%	102
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	3,068	35.0%	97
Have a smartphone	4,458	50.8%	76
Have a smartphone: Android phone (any brand)	2,782	31.7%	99
Have a smartphone: Apple iPhone	1,428	16.3%	53
Number of cell phones in household: 1	1,527	33.5%	105
Number of cell phones in household: 2	1,893	41.5%	110
Number of cell phones in household: 3+	839	18.4%	71
HH has cell phone only (no landline telephone)	1,760	38.6%	85
<b>Computers (Households)</b>			
HH owns a computer	3,323	72.8%	96
HH owns desktop computer	1,990	43.6%	102
HH owns laptop/notebook	2,223	48.7%	88
HH owns any Apple/Mac brand computer	261	5.7%	37
HH owns any PC/non-Apple brand computer	3,125	68.5%	103
HH purchased most recent computer in a store	1,685	36.9%	99
HH purchased most recent computer online	562	12.3%	94
Spent <\$500 on most recent home computer	949	20.8%	136
Spent \$500-\$999 on most recent home computer	817	17.9%	98
Spent \$1,000-\$1,499 on most recent home computer	363	8.0%	87
Spent \$1,500-\$1,999 on most recent home computer	129	2.8%	66
Spent \$2,000+ on most recent home computer	123	2.7%	76

**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 2017 and 2022.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,077	35.1%	70
Bought brewed coffee at convenience store in last 30 days	1,614	18.4%	118
Bought cigarettes at convenience store in last 30 days	1,332	15.2%	125
Bought gas at convenience store in last 30 days	4,258	48.5%	143
Spent at convenience store in last 30 days: <\$20	651	7.4%	94
Spent at convenience store in last 30 days: \$20-\$39	549	6.3%	69
Spent at convenience store in last 30 days: \$40-\$50	929	10.6%	140
Spent at convenience store in last 30 days: \$51-\$99	486	5.5%	119
Spent at convenience store in last 30 days: \$100+	3,102	35.4%	151
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,727	53.9%	91
Went to live theater in last 12 months	1,007	11.5%	88
Went to a bar/night club in last 12 months	1,292	14.7%	88
Dined out in last 12 months	4,136	47.2%	104
Gambled at a casino in last 12 months	1,078	12.3%	89
Visited a theme park in last 12 months	1,242	14.2%	79
Viewed movie (video-on-demand) in last 30 days	881	10.0%	55
Viewed TV show (video-on-demand) in last 30 days	583	6.6%	51
Watched any pay-per-view TV in last 12 months	1,032	11.8%	95
Downloaded a movie over the Internet in last 30 days	282	3.2%	39
Downloaded any individual song in last 6 months	1,824	20.8%	98
Watched a movie online in the last 30 days	829	9.5%	50
Watched a TV program online in last 30 days	691	7.9%	46
Played a video/electronic game (console) in last 12 months	599	6.8%	69
Played a video/electronic game (portable) in last 12 months	328	3.7%	83
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,304	26.3%	86
Used ATM/cash machine in last 12 months	3,507	40.0%	80
Own any stock	580	6.6%	91
Own U.S. savings bond	605	6.9%	134
Own shares in mutual fund (stock)	810	9.2%	126
Own shares in mutual fund (bonds)	508	5.8%	115
Have interest checking account	2,330	26.6%	98
Have non-interest checking account	3,421	39.0%	132
Have savings account	5,189	59.2%	108
Have 401K retirement savings plan	959	10.9%	75
Own/used any credit/debit card in last 12 months	6,754	77.0%	102
Avg monthly credit card expenditures: <\$111	900	10.3%	85
Avg monthly credit card expenditures: \$111-\$225	999	11.4%	161
Avg monthly credit card expenditures: \$226-\$450	594	6.8%	103
Avg monthly credit card expenditures: \$451-\$700	361	4.1%	78
Avg monthly credit card expenditures: \$701-\$1,000	396	4.5%	98
Avg monthly credit card expenditures: \$1,001+	431	4.9%	53
Did banking online in last 12 months	2,455	28.0%	77
Did banking on mobile device in last 12 months	1,151	13.1%	76
Paid bills online in last 12 months	3,226	36.8%	82

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,516	77.1%	111
Used bread in last 6 months	4,371	95.8%	102
Used chicken (fresh or frozen) in last 6 months	2,973	65.2%	94
Used turkey (fresh or frozen) in last 6 months	785	17.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	2,300	50.4%	92
Used fresh fruit/vegetables in last 6 months	3,855	84.5%	98
Used fresh milk in last 6 months	4,146	90.9%	104
Used organic food in last 6 months	789	17.3%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,378	27.1%	94
Exercise at club 2+ times per week	588	6.7%	50
Visited a doctor in last 12 months	6,932	79.0%	104
Used vitamin/dietary supplement in last 6 months	4,436	50.6%	96
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,459	32.0%	118
Used housekeeper/maid/professional HH cleaning service in last 12	487	10.7%	80
Purchased low ticket HH furnishings in last 12 months	675	14.8%	91
Purchased big ticket HH furnishings in last 12 months	775	17.0%	79
Bought any small kitchen appliance in last 12 months	1,119	24.5%	111
Bought any large kitchen appliance in last 12 months	642	14.1%	111
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	4,534	51.7%	119
Carry medical/hospital/accident insurance	6,514	74.3%	107
Carry homeowner insurance	4,925	56.2%	120
Carry renter's insurance	794	9.1%	103
Have auto insurance: 1 vehicle in household covered	1,259	27.6%	89
Have auto insurance: 2 vehicles in household covered	1,325	29.0%	102
Have auto insurance: 3+ vehicles in household covered	1,381	30.3%	140
<b>Pets (Households)</b>			
Household owns any pet	2,628	57.6%	106
Household owns any cat	1,389	30.4%	135
Household owns any dog	2,110	46.3%	112
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,835	55.1%	133
Usually buy items on credit rather than wait	881	10.0%	82
Usually buy based on quality - not price	1,569	17.9%	97
Price is usually more important than brand name	2,869	32.7%	123
Usually use coupons for brands I buy often	1,573	17.9%	99
Am interested in how to help the environment	868	9.9%	60
Usually pay more for environ safe product	1,052	12.0%	89
Usually value green products over convenience	880	10.0%	93
Likely to buy a brand that supports a charity	2,671	30.5%	87
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,298	14.8%	104
Bought hardcover book in last 12 months	1,640	18.7%	91
Bought paperback book in last 12 month	2,349	26.8%	90
Read any daily newspaper (paper version)	2,444	27.9%	115
Read any digital newspaper in last 30 days	2,402	27.4%	80
Read any magazine (paper/electronic version) in last 6 months	7,980	91.0%	101

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	6,687	76.2%	102
Went to family restaurant/steak house: 4+ times a month	2,451	27.9%	102
Went to fast food/drive-in restaurant in last 6 months	7,972	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,193	36.4%	93
Fast food/drive-in last 6 months: eat in	3,848	43.9%	120
Fast food/drive-in last 6 months: home delivery	388	4.4%	57
Fast food/drive-in last 6 months: take-out/drive-thru	3,894	44.4%	96
Fast food/drive-in last 6 months: take-out/walk-in	1,376	15.7%	78
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,049	23.4%	69
Own any e-reader	620	7.1%	82
Own e-reader/tablet: iPad	952	10.9%	53
HH has Internet connectable TV	694	15.2%	76
Own any portable MP3 player	1,785	20.4%	73
HH owns 1 TV	1,004	22.0%	106
HH owns 2 TVs	1,483	32.5%	125
HH owns 3 TVs	841	18.4%	86
HH owns 4+ TVs	794	17.4%	95
HH subscribes to cable TV	1,235	27.1%	57
HH subscribes to fiber optic	69	1.5%	19
HH owns portable GPS navigation device	1,287	28.2%	104
HH purchased video game system in last 12 mos	206	4.5%	58
HH owns Internet video device for TV	292	6.4%	58
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,543	51.8%	102
Took 3+ domestic non-business trips in last 12 months	889	10.1%	91
Spent on domestic vacations in last 12 months: <\$1,000	719	8.2%	79
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	671	7.7%	134
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	325	3.7%	101
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	351	4.0%	105
Spent on domestic vacations in last 12 months: \$3,000+	353	4.0%	70
Domestic travel in the 12 months: used general travel website	333	3.8%	54
Foreign travel in last 3 years	1,174	13.4%	55
Took 3+ foreign trips by plane in last 3 years	192	2.2%	50
Spent on foreign vacations in last 12 months: <\$1,000	213	2.4%	57
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	222	2.5%	73
Spent on foreign vacations in last 12 months: \$3,000+	300	3.4%	68
Foreign travel in last 3 years: used general travel website	293	3.3%	58
Nights spent in hotel/motel in last 12 months: any	4,011	45.7%	110
Took cruise of more than one day in last 3 years	399	4.5%	57
Member of any frequent flyer program	446	5.1%	31
Member of any hotel rewards program	1,094	12.5%	84

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