



# Retail Market Potential

Urbandale city, IA (1979950)  
Place

Demographic Summary	2015	2020
Population	43,067	47,296
Population 18+	32,075	35,263
Households	16,887	18,413
Median Household Income	\$79,896	\$93,290

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	16,991	53.0%	110
Bought any women's clothing in last 12 months	15,178	47.3%	105
Bought clothing for child <13 years in last 6 months	9,893	30.8%	110
Bought any shoes in last 12 months	18,751	58.5%	107
Bought costume jewelry in last 12 months	7,006	21.8%	109
Bought any fine jewelry in last 12 months	6,510	20.3%	105
Bought a watch in last 12 months	4,069	12.7%	110
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	15,548	92.1%	108
HH bought/leased new vehicle last 12 mo	2,006	11.9%	138
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	29,445	91.8%	108
Bought/changed motor oil in last 12 months	15,945	49.7%	100
Had tune-up in last 12 months	10,626	33.1%	109
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	21,641	67.5%	103
Drank regular cola in last 6 months	13,525	42.2%	92
Drank beer/ale in last 6 months	15,557	48.5%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	12,828	40.0%	124
Own digital single-lens reflex (SLR) camera	3,879	12.1%	141
Bought any camera in last 12 months	2,651	8.3%	114
Bought memory card for camera in last 12 months	2,265	7.1%	123
Printed digital photos in last 12 months	1,242	3.9%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	12,319	38.4%	105
Have a smartphone	18,287	57.0%	117
Have an iPhone	8,145	25.4%	136
Number of cell phones in household: 1	4,398	26.0%	81
Number of cell phones in household: 2	6,751	40.0%	108
Number of cell phones in household: 3+	5,144	30.5%	121
HH has cell phone only (no landline telephone)	5,649	33.5%	88
<b>Computers (Households)</b>			
HH owns a computer	14,709	87.1%	114
HH owns desktop computer	9,681	57.3%	118
HH owns laptop/notebook	10,394	61.6%	120
Spent <\$500 on most recent home computer	2,318	13.7%	97
Spent \$500-\$999 on most recent home computer	4,172	24.7%	122
Spent \$1,000-\$1,499 on most recent home computer	2,046	12.1%	121
Spent \$1,500-\$1,999 on most recent home computer	1,043	6.2%	134
Spent \$2,000+ on most recent home computer	943	5.6%	145

**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.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	20,610	64.3%	106
Bought brewed coffee at convenience store in last 30 days	5,439	17.0%	110
Bought cigarettes at convenience store in last 30 days	3,399	10.6%	81
Bought gas at convenience store in last 30 days	11,406	35.6%	107
Spent at convenience store in last 30 days: <\$20	3,023	9.4%	115
Spent at convenience store in last 30 days: \$20-\$39	3,026	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	2,508	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	1,336	4.2%	91
Spent at convenience store in last 30 days: \$100+	7,661	23.9%	104
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	22,069	68.8%	114
Went to live theater in last 12 months	5,185	16.2%	129
Went to a bar/night club in last 12 months	6,720	21.0%	123
Dined out in last 12 months	17,709	55.2%	123
Gambled at a casino in last 12 months	5,499	17.1%	116
Visited a theme park in last 12 months	7,059	22.0%	122
Viewed movie (video-on-demand) in last 30 days	6,734	21.0%	134
Viewed TV show (video-on-demand) in last 30 days	5,271	16.4%	134
Watched any pay-per-view TV in last 12 months	5,246	16.4%	125
Downloaded a movie over the Internet in last 30 days	2,519	7.9%	119
Downloaded any individual song in last 6 months	8,271	25.8%	126
Watched a movie online in the last 30 days	5,050	15.7%	116
Watched a TV program online in last 30 days	5,172	16.1%	120
Played a video/electronic game (console) in last 12 months	3,984	12.4%	109
Played a video/electronic game (portable) in last 12 months	1,599	5.0%	111
<b>Financial (Adults)</b>			
Have home mortgage (1st)	14,406	44.9%	142
Used ATM/cash machine in last 12 months	18,647	58.1%	119
Own any stock	3,648	11.4%	146
Own U.S. savings bond	2,547	7.9%	138
Own shares in mutual fund (stock)	3,640	11.3%	151
Own shares in mutual fund (bonds)	2,281	7.1%	144
Have interest checking account	11,647	36.3%	126
Have non-interest checking account	10,075	31.4%	111
Have savings account	20,712	64.6%	121
Have 401K retirement savings plan	6,630	20.7%	140
Own/used any credit/debit card in last 12 months	26,976	84.1%	114
Avg monthly credit card expenditures: <\$111	3,887	12.1%	102
Avg monthly credit card expenditures: \$111-\$225	2,447	7.6%	118
Avg monthly credit card expenditures: \$226-\$450	2,408	7.5%	119
Avg monthly credit card expenditures: \$451-\$700	2,308	7.2%	132
Avg monthly credit card expenditures: \$701-\$1,000	2,001	6.2%	144
Avg monthly credit card expenditures: \$1,001+	4,357	13.6%	148
Did banking online in last 12 months	15,402	48.0%	137
Did banking on mobile device in last 12 months	4,531	14.1%	136
Paid bills online in last 12 months	17,156	53.5%	128

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	23,488	73.2%	102
Used bread in last 6 months	30,847	96.2%	101
Used chicken (fresh or frozen) in last 6 mos	23,900	74.5%	104
Used turkey (fresh or frozen) in last 6 mos	5,812	18.1%	99
Used fish/seafood (fresh or frozen) in last 6 months	18,203	56.8%	101
Used fresh fruit/vegetables in last 6 months	28,694	89.5%	103
Used fresh milk in last 6 months	29,324	91.4%	102
Used organic food in last 6 months	7,207	22.5%	114
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	10,956	34.2%	120
Exercise at club 2+ times per week	5,601	17.5%	135
Visited a doctor in last 12 months	25,455	79.4%	105
Used vitamin/dietary supplement in last 6 months	18,472	57.6%	108
<b>Home (Households)</b>			
Any home improvement in last 12 months	5,722	33.9%	123
Used housekeeper/maid/professional HH cleaning service in last 12	3,040	18.0%	138
Purchased low ticket HH furnishings in last 12 months	3,192	18.9%	121
Purchased big ticket HH furnishings in last 12 months	4,207	24.9%	118
Purchased bedding/bath goods in last 12 months	9,566	56.6%	106
Purchased cooking/serving product in last 12 months	4,521	26.8%	110
Bought any small kitchen appliance in last 12 months	4,167	24.7%	111
Bought any large kitchen appliance in last 12 months	2,517	14.9%	116
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	16,647	51.9%	119
Carry medical/hospital/accident insurance	23,273	72.6%	113
Carry homeowner insurance	19,036	59.3%	124
Carry renter's insurance	2,700	8.4%	114
Have auto insurance: 1 vehicle in household covered	4,611	27.3%	87
Have auto insurance: 2 vehicles in household covered	5,961	35.3%	126
Have auto insurance: 3+ vehicles in household covered	4,432	26.2%	120
<b>Pets (Households)</b>			
Household owns any pet	9,840	58.3%	110
Household owns any cat	3,971	23.5%	103
Household owns any dog	7,419	43.9%	110
<b>Psychographics (Adults)</b>			
Buying American is important to me	13,408	41.8%	97
Usually buy items on credit rather than wait	3,606	11.2%	99
Usually buy based on quality - not price	5,279	16.5%	92
Price is usually more important than brand name	8,387	26.1%	95
Usually use coupons for brands I buy often	5,962	18.6%	99
Am interested in how to help the environment	5,003	15.6%	93
Usually pay more for environ safe product	3,879	12.1%	96
Usually value green products over convenience	2,965	9.2%	91
Likely to buy a brand that supports a charity	11,111	34.6%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	4,908	15.3%	137
Bought hardcover book in last 12 months	8,451	26.3%	117
Bought paperback book in last 12 month	12,958	40.4%	119
Read any daily newspaper (paper version)	9,833	30.7%	109
Read any digital newspaper in last 30 days	12,666	39.5%	126
Read any magazine (paper/electronic version) in last 6 months	30,184	94.1%	104

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	26,676	83.2%	110
Went to family restaurant/steak house: 4+ times a month	10,818	33.7%	117
Went to fast food/drive-in restaurant in last 6 months	29,734	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,916	43.4%	107
Fast food/drive-in last 6 months: eat in	12,749	39.7%	109
Fast food/drive-in last 6 months: home delivery	3,028	9.4%	120
Fast food/drive-in last 6 months: take-out/drive-thru	16,942	52.8%	113
Fast food/drive-in last 6 months: take-out/walk-in	6,982	21.8%	111
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	9,782	30.5%	144
Own any portable MP3 player	13,476	42.0%	125
HH owns 1 TV	2,709	16.0%	80
HH owns 2 TVs	4,365	25.8%	98
HH owns 3 TVs	3,958	23.4%	109
HH owns 4+ TVs	4,252	25.2%	128
HH subscribes to cable TV	9,467	56.1%	110
HH subscribes to fiber optic	1,593	9.4%	142
HH has satellite dish	3,892	23.0%	90
HH owns DVD/Blu-ray player	11,779	69.8%	113
HH owns camcorder	3,671	21.7%	139
HH owns portable GPS navigation device	6,085	36.0%	131
HH purchased video game system in last 12 mos	1,495	8.9%	96
HH owns Internet video device for TV	1,164	6.9%	158
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	20,462	63.8%	127
Took 3+ domestic non-business trips in last 12 months	5,228	16.3%	131
Spent on domestic vacations in last 12 months: <\$1,000	4,419	13.8%	123
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,386	7.4%	124
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,551	4.8%	137
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,571	4.9%	128
Spent on domestic vacations in last 12 months: \$3,000+	2,576	8.0%	147
Domestic travel in the 12 months: used general travel website	3,066	9.6%	136
Foreign travel in last 3 years	10,214	31.8%	134
Took 3+ foreign trips by plane in last 3 years	1,940	6.0%	138
Spent on foreign vacations in last 12 months: <\$1,000	1,744	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,275	4.0%	131
Spent on foreign vacations in last 12 months: \$3,000+	2,129	6.6%	135
Foreign travel in last 3 years: used general travel website	2,298	7.2%	131
Nights spent in hotel/motel in last 12 months: any	17,151	53.5%	129
Took cruise of more than one day in last 3 years	3,541	11.0%	126
Member of any frequent flyer program	8,203	25.6%	153
Member of any hotel rewards program	6,796	21.2%	150

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