Demographic Summary	2019	2024
Population	5,140	5,086
Population 18+	4,069	3,993
Households	2,173	2,145
Median Household Income	$52,872	$55,529

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	1,874	46.1%	97
Bought any women's clothing in last 12 months	1,662	40.8%	95
Bought clothing for child <13 years in last 6 months	973	23.9%	90
Bought any shoes in last 12 months	2,056	50.5%	97
Bought costume jewelry in last 12 months	646	15.9%	91
Bought any fine jewelry in last 12 months	658	16.2%	90
Bought a watch in last 12 months	615	15.1%	98
Automobiles (Households)			
HH owns/leases any vehicle	1,876	86.3%	101
HH bought/leased new vehicle last 12 months	179	8.2%	84
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,536	86.9%	102
Bought/changed motor oil in last 12 months	2,046	50.3%	106
Had tune-up in last 12 months	998	24.5%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,744	67.4%	94
Drank regular cola in last 6 months	1,871	46.0%	104
Drank beer/ale in last 6 months	1,563	38.4%	91
Cameras (Adults)			
Own digital point & shoot camera/camcorder	331	8.1%	81
Own digital SLR camera/camcorder	237	5.8%	74
Printed digital photos in last 12 months	856	21.0%	92
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,429	35.1%	102
Have a smartphone	3,202	78.7%	94
Have a smartphone: Android phone (any brand)	1,721	42.3%	105
Have a smartphone: Apple iPhone	1,416	34.8%	83
Number of cell phones in household: 1	820	37.7%	124
Number of cell phones in household: 2	804	37.0%	96
Number of cell phones in household: 3+	461	21.2%	76
HH has cell phone only (no landline telephone)	1,227	56.5%	101
Computers (Households)			
HH owns a computer	1,507	69.4%	94
HH owns desktop computer	758	34.9%	94
HH owns laptop/notebook	1,116	51.4%	91
HH owns any Apple/Mac brand computer	271	12.5%	69
HH owns any PC/non-Apple brand computer	1,320	60.7%	99
HH purchased most recent computer in a store	786	36.2%	100
HH purchased most recent computer online	241	11.1%	82
Spent <$1-499 on most recent home computer	364	16.8%	114
Spent $500-$999 on most recent home computer	369	17.0%	101
Spent $1,000-$1,499 on most recent home computer	173	8.0%	83
Spent $1,500-$1,999 on most recent home computer	64	2.9%	66
Spent $2,000+ on most recent home computer	54	2.5%	63

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.

December 19, 2019

Iowa Falls city, IA (1938640)
Geography: Place

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,614	64.2%	102
Bought brewed coffee at convenience store in last 30 days	525	12.9%	93
Bought cigarettes at convenience store in last 30 days	572	14.1%	130
Bought gas at convenience store in last 30 days	1,711	42.0%	113
Spent at convenience store in last 30 days: <$1-19	258	6.3%	92
Spent at convenience store in last 30 days: $20-$39	414	10.2%	107
Spent at convenience store in last 30 days: $40-$50	319	7.8%	95
Spent at convenience store in last 30 days: $51-$99	252	6.2%	112
Spent at convenience store in last 30 days: $100+	967	23.8%	107
Entertainment (Adults)			
Attended a movie in last 6 months	2,260	55.5%	95
Went to live theater in last 12 months	365	9.0%	81
Went to a bar/night club in last 12 months	663	16.3%	94
Dined out in last 12 months	2,089	51.3%	99
Gambled at a casino in last 12 months	510	12.5%	95
Visited a theme park in last 12 months	642	15.8%	83
Viewed movie (video-on-demand) in last 30 days	634	15.6%	89
Viewed TV show (video-on-demand) in last 30 days	493	12.1%	96
Watched any pay-per-view TV in last 12 months	319	7.8%	80
Downloaded a movie over the Internet in last 30 days	355	8.7%	91
Downloaded any individual song in last 6 months	645	15.9%	83
Watched a movie online in the last 30 days	1,012	24.9%	92
Watched a TV program online in last 30 days	712	17.5%	92
Played a video/electronic game (console) in last 12 months	407	10.0%	113
Played a video/electronic game (portable) in last 12 months	169	4.2%	89
Financial (Adults)			
Have home mortgage (1st)	1,167	28.7%	92
Used ATM/cash machine in last 12 months	2,070	50.9%	96
Own any stock	247	6.1%	85
Own U.S. savings bond	150	3.7%	84
Own shares in mutual fund (stock)	214	5.3%	74
Own shares in mutual fund (bonds)	135	3.3%	69
Have interest checking account	1,147	28.2%	98
Have non-interest checking account	1,233	30.3%	103
Have savings account	2,247	55.2%	96
Have 401K retirement savings plan	613	15.1%	94
Own/used any credit/debit card in last 12 months	3,155	77.5%	98
Avg monthly credit card expenditures: <$1-110	556	13.7%	119
Avg monthly credit card expenditures: $111-$225	312	7.7%	104
Avg monthly credit card expenditures: $226-$450	304	7.5%	109
Avg monthly credit card expenditures: $451-$700	210	5.2%	84
Avg monthly credit card expenditures: $701-$1,000	189	4.6%	83
Avg monthly credit card expenditures: $1,001+	274	6.7%	58
Did banking online in last 12 months	1,450	35.6%	91
Did banking on mobile device in last 12 months	954	23.4%	91
Paid bills online in last 12 months	1,928	47.4%	94

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December 19, 2019

Iowa Falls city, IA (1938640)
Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,519	69.9%	101
Used bread in last 6 months	2,025	93.2%	100
Used chicken (fresh or frozen) in last 6 months	1,461	67.2%	97
Used turkey (fresh or frozen) in last 6 months	308	14.2%	95
Used fish/seafood (fresh or frozen) in last 6 months	1,087	50.0%	91
Used fresh fruit/vegetables in last 6 months	1,823	83.9%	98
Used fresh milk in last 6 months	1,864	85.8%	100
Used organic food in last 6 months	374	17.2%	72
Health (Adults)			
Exercise at home 2+ times per week	1,082	26.6%	97
Exercise at club 2+ times per week	463	11.4%	79
Visited a doctor in last 12 months	3,120	76.7%	100
Used vitamin/dietary supplement in last 6 months	2,172	53.4%	99
Home (Households)			
Did any home improvement in last 12 months	578	26.6%	96
Used any housekeeper/professional cleaning service in last 12 months	285	13.1%	90
Purchased low ticket HH furnishings in last 12 months	353	16.2%	95
Purchased big ticket HH furnishings in last 12 months	483	22.2%	100
Bought any small kitchen appliance in last 12 months	509	23.4%	105
Bought any large kitchen appliance in last 12 months	297	13.7%	98
Insurance (Adults/Households)			
Currently carry life insurance	1,868	45.9%	104
Carry medical/hospital/accident insurance	3,098	76.1%	102
Carry homeowner insurance	1,940	47.7%	101
Carry renter's insurance	316	7.8%	91
Have auto insurance: 1 vehicle in household covered	788	36.3%	117
Have auto insurance: 2 vehicles in household covered	586	27.0%	95
Have auto insurance: 3+ vehicles in household covered	436	20.1%	88
Pets (Households)			
Household owns any pet	1,178	54.2%	99
Household owns any cat	524	24.1%	106
Household owns any dog	863	39.7%	95
Psychographics (Adults)			
Buying American is important to me	1,791	44.0%	112
Usually buy items on credit rather than wait	539	13.2%	101
Usually buy based on quality - not price	721	17.7%	93
Price is usually more important than brand name	1,237	30.4%	111
Usually use coupons for brands I buy often	725	17.8%	103
Am interested in how to help the environment	728	17.9%	92
Usually pay more for environ safe product	503	12.4%	87
Usually value green products over convenience	386	9.5%	84
Likely to buy a brand that supports a charity	1,510	37.1%	106
Reading (Adults)			
Bought digital book in last 12 months	409	10.1%	78
Bought hardcover book in last 12 months	765	18.8%	94
Bought paperback book in last 12 month	1,107	27.2%	95
Read any daily newspaper (paper version)	926	22.8%	124
Read any digital newspaper in last 30 days	1,525	37.5%	94
Read any magazine (paper/electronic version) in last 6 months	3,691	90.7%	100

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December 19, 2019

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,054	75.1%	100
Went to family restaurant/steak house: 4+ times a month	1,067	26.2%	99
Went to fast food/drive-in restaurant in last 6 months	3,758	92.4%	102
Went to fast food/drive-in restaurant 9+ times/month	1,613	39.6%	101
Fast food restaurant last 6 months: eat in	1,478	36.3%	98
Fast food restaurant last 6 months: home delivery	298	7.3%	85
Fast food restaurant last 6 months: take-out/drive-thru	2,080	51.1%	109
Fast food restaurant last 6 months: take-out/walk-in	861	21.2%	102
Television & Electronics (Adults/Households)			
Own any tablet	1,762	43.3%	90
Own any e-reader	297	7.3%	88
Own e-reader/tablet: iPad	943	23.2%	82
HH has Internet connectable TV	579	26.6%	93
Own any portable MP3 player	639	15.7%	85
HH owns 1 TV	493	22.7%	108
HH owns 2 TVs	608	28.0%	104
HH owns 3 TVs	464	21.4%	102
HH owns 4+ TVs	338	15.6%	89
HH subscribes to cable TV	1,040	47.9%	110
HH subscribes to fiber optic	99	4.6%	65
HH owns portable GPS navigation device	469	21.6%	94
HH purchased video game system in last 12 months	119	5.5%	67
HH owns any Internet video device for TV	461	21.2%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,945	47.8%	91
Took 3+ domestic non-business trips in last 12 months	383	9.4%	80
Spent on domestic vacations in last 12 months: <$1-999	427	10.5%	97
Spent on domestic vacations in last 12 months: $1,000-$1,499	206	5.1%	81
Spent on domestic vacations in last 12 months: $1,500-$1,999	146	3.6%	89
Spent on domestic vacations in last 12 months: $2,000-$2,999	141	3.5%	83
Spent on domestic vacations in last 12 months: $3,000+	188	4.6%	71
Domestic travel in last 12 months: used general travel website	201	4.9%	72
Took foreign trip (including Alaska and Hawaii) in last 3 years	807	19.8%	72
Took 3+ foreign trips by plane in last 3 years	118	2.9%	53
Spent on foreign vacations in last 12 months: <$1-999	138	3.4%	73
Spent on foreign vacations in last 12 months: $1,000-$2,999	116	2.9%	71
Spent on foreign vacations in last 12 months: $3,000+	161	4.0%	63
Foreign travel in last 3 years: used general travel website	148	3.6%	63
Nights spent in hotel/motel in last 12 months: any	1,656	40.7%	91
Took cruise of more than one day in last 3 years	298	7.3%	82
Member of any frequent flyer program	479	11.8%	65
Member of any hotel rewards program	588	14.5%	80

December 19, 2019