

Johnson County, IA Johnson County, IA (19103) Geography: County Jeff Edberg, CCIM, SIOR

| Population   154,377   167,244     Population   125,427   136,334     Households   62,004   67,309     Median Household Income <b>Expected Number of Adults or HHs Adults/HHs MPI Adults or HHs Adults/HHs MPI</b> Apparel (Adults)   61,828   49,3%   0.04     Bought any men's dothing in last 12 months   51,828   49,3%   0.04     Bought any men's dothing in last 12 months   52,811   42,1%   98     Bought any men's dothing in last 12 months   52,811   42,1%   98     Bought any shores in last of months   52,811   42,1%   98     Bought any shores in last of months   52,811   42,1%   91     Bought any shores in last of months   52,511   88,9%   104     Hi hours/lesses any vehicle   55,113   88,9%   104     Hi bought agaoline in last 2 months   7,076   81,4%   103     Bought adal process in last 6 months   80,027   70,2%   98     Bought agaoline in last 2 months   80,027   70,2%   98     Bought galing houts in last 12 m   | Demographic Summary                            |               | 2019       | 2024    |
|---|--|---------------|------------|---------|
| Projudation 18+   125,427   126,324     Households   62,004   67,309     Median Household Income   \$63,078   \$74,606     Product/Consumer Behavior<br>Adults or HMs   Adults or HMs   MMI     Apparel (Adults)   663,078   \$74,606     Bought any women's dothing in last 12 months   51,828   49,3%   104     Bought any women's dothing in last 12 months   52,811   42,1%   98     Bought any shoes in last 12 months   66,561   53,1%   101     Bought any shoes in last 12 months   21,743   17,3%   97     Bought any the jeerkly in last 12 months   21,743   17,3%   97     Bought any the jeerkly in last 12 months   7,076   11.4%   116     Automobiles (Households)   110,904   88.9%   104     Hit bought/sheased new vehicle last 12 months   52,113   88.9%   103     Bought charge clain last 5 months   80,227   70.2%   98     Prank botted water/seltzer in last 6 months   55,911   46.4%   100     Drank botted water/seltzer in last 6 months   <  |  |               |            |         |
| Median Household Income   \$63,078   \$74,605     Expected Number of<br>Aduts or HH   Percent of<br>Aduts or HH   Adutes of HH   Adutes of HH     Apparel (Aduts)   61,828   49,3%   104     Bought any women's clothing in last 12 months   52,811   42,1%   98     Bought any women's clothing in last 12 months   52,811   42,1%   98     Bought any shoes in last 12 months   50,655   53,1%   101     Bought any the jewelry in last 12 months   20,695   16,5%   95     Bought any the jewelry in last 12 months   21,743   17,3%   97     Bought any the jewelry in last 12 months   21,743   17,3%   97     Bought any the jewelry in last 12 months   70,76   11.4%   106     Automobiles (Households)   10,004   88,4%   103     H'f bought/changed motor of lin last 12 months   20,012   25.5%   103     Bought changed motor of lin last 12 months   32,012   25.5%   103     Bought changed motor of lin last 12 months   88,027   70.2%   98     Bought changed motor of lin last 12 mont  | Population 18+                                 |               | 125,427    | 136,354 |
| Median Household Income   \$63,078   \$74,605     Expected Number of<br>Aduts or His   Expected Number of<br>Aduts or His   Percent of<br>Aduts or His     Bought any women's clothing in last 12 months   61,828   49,3%   104     Bought any women's clothing in last 12 months   52,811   42,1%   98     Bought any women's clothing in last 12 months   30,385   24,2%   91     Bought any shoes in last 12 months   20,695   16,5%   95     Bought any the jeweiry in last 12 months   21,743   17,3%   97     Bought any fine jeweiry in last 12 months   21,743   17,3%   97     Bought any fine jeweiry in last 12 months   21,743   11,4%   108     Automobiles (Households)   Tomoths   70,76   11,4%   103     Bought any tenice last 12 months   70,76   11,4%   103   Bought any tenice last 12 months   32,012   25.5%   103     Bought any tenic last 12 months   32,012   25.5%   103   Bought any tenic last 12 months   32,012   25.5%   103     Bought any tenic last 12 months   88,027   7                                     | Households                                     |               | 62,004     | 67,309  |
| Product/Consumer Behavior   Adults or HHs   Adults/HHs   MPT     Boupht any men's clothing in last 12 months   61,828   49,3%   104     Boupht any men's clothing in last 12 months   52,811   42,1%   98     Boupht any men's clothing in last 12 months   30,385   24,2%   91     Boupht any shees in last 12 months   30,385   24,2%   91     Boupht any shees in last 12 months   20,695   16,5%   95     Boupht any shees in last 12 months   21,208   16,3%   97     Boupht any fine jewely in last 12 months   21,208   16,3%   97     Boupht any fine jewely in last 12 months   21,208   16,3%   104     HH bought/leased new whicle last 12 months   21,208   16,3%   104     HH bought/leased new whicle last 12 months   110,904   88,4%   103     Bought any law   | Median Household Income                        |               | ,          |         |
| Product/Consumer Behavior   Adults or HHs   Adults/HHs   MPT     Boupht any men's clothing in last 12 months   61,828   49,3%   104     Boupht any men's clothing in last 12 months   52,811   42,1%   98     Boupht any men's clothing in last 12 months   30,385   24,2%   91     Boupht any shees in last 12 months   30,385   24,2%   91     Boupht any shees in last 12 months   20,695   16,5%   95     Boupht any shees in last 12 months   21,208   16,3%   97     Boupht any fine jewely in last 12 months   21,208   16,3%   97     Boupht any fine jewely in last 12 months   21,208   16,3%   104     HH bought/leased new whicle last 12 months   21,208   16,3%   104     HH bought/leased new whicle last 12 months   110,904   88,4%   103     Bought any law   |  |               |            |         |
| Apparel (Adults)   i     Bought any mem's clothing in last 12 months   61,828   40,3%   104     Bought any wome's clothing in last 12 months   52,811   42,1%   98     Bought clothing for child 13 years in last ta months   60,561   53,1%   101     Bought costume jewelp in last 12 months   20,695   116,5%   95     Bought costume jewelp in last 12 months   21,743   17,3%   97     Bought costume jewelp in last 12 months   21,708   116,9%   109     Automobiles (Households)     114,9%   116     Hid owns/leased new vehicle last 12 months   51,113   86.9%   104     Hid owns/leased new vehicle last 12 months   110,904   88.4%   103     Bought Changed motor oil in last 12 months   60,294   48.1%   101     Hid tune-up in last 12 months   88,027   70.2%   98     Drank betale water, last 6 months   58,465   46.6%   110     Drank betale water, last 6 months   58,465   46.6%   100     Drank betale water, last 6 months   88,027 <t< td=""><td>Due due to (Commune De travier</td><td>-</td><td></td><td>MDT</td></t<> | Due due to (Commune De travier                 | -             |            | MDT     |
| Bought any men's clothing in last 12 months   51,828   49.3%   104     Bought any ween's clothing in last 12 months   52,811   42.1%   98     Bought clothing for child <13 years in last 6 months  | -  | Adults of HHS | Adults/HHS | MPI     |
| Bought any women's clothing in last 12 months   52,811   42,1%   98     Bought clothing for child 13 years in last 12 months   30,385   24,2%   91     Bought any shoes in last 12 months   20,695   16,5%   95     Bought any fine greenry in last 12 months   21,208   16,9%   109     Automobiles (Households)   17,3%   97     Bought any fine greenry in last 12 months   21,208   16,9%   109     Automobiles (Households)   11,0904   88,9%   104     Ht hours/leases any vehicle   55,113   88,9%   104     Ht hours/leases any vehicle   55,113   88,9%   103     Bought gasoline in last 6 months   110,904   88,4%   103     Bought gasoline in last 6 months   32,012   25,5%   103     Bought colai nast 6 months   55,911   44,6%   101     Drank bottled water/seltzer in last 6 months   58,465   46,6%   111     Drank bottled water/seltzer in last 6 months   58,465   44,6%   103     Own digital point & shoto camera/camcorder   14,822   11  |  | (1.020        | 40.20/     | 104     |
| Bought clothing for child <13 years in last 6 months  | 5 , 5  |               |            |         |
| Bought any shoes in last 12 months   66,561   53,1%   101     Bought any fine jewelry in last 12 months   21,743   17,3%   97     Bought any fine jewelry in last 12 months   21,208   16.9%   109     Automobiles (Households)   1   16.9%   109     Automobiles (Households)   7,076   11.4%   116     Automobiles (Households)   7,076   11.4%   116     Automobiles (Households)   88.9%   104     HH bought/leased new vehicle last 12 months   7,076   11.4%   116     Bought gasoline in last 6 months   50,202   48.1%   103     Bought gasoline in last 6 months   50,201   25.5%   103     Beverages (Adults)   70.2%   98   98     Drank kottled water/seltzer in last 6 months   55,911   44.6%   100     Drank bottled water/seltzer in last 6 months   58,027   70.2%   98     Dvan digital ploit 8 shoot camera/camcorder   14,822   11.8%   118     Own digital ploit 8 shoot camera/camcorder   10,863   8.7%   110  |  |               |            |         |
| Bought costume jeweiry in last 12 months   20,695   16.5%   95     Bought any fine jeweiry in last 12 months   21,743   17.3%   97     Bought a watch in last 12 months   21,208   16.9%   109     Automobiles (Households)   55,113   88.9%   104     Hi dought/fieased new vehicle last 12 months   7,075   11.4%   116     Automobiles (Households)     10,904   88.4%   103     Bought/filesaed new vehicle last 12 months   60,294   48.1%   101   Hd tune-up in last 12 months   32,012   25.5%   103     Beverages (Adults)     32,012   25.5%   103     Brack bottled water/seltzer in last 6 months   58,911   44.6%   100     Drank bottled water/seltzer in last 6 months   55,911   44.6%   100     Drank bottled water/seltzer in last 6 months   55,911   44.6%   100     Drank bottled water/seltzer in last 6 months   55,911   44.6%   100     Drank bottled water/seltzer in last 6 months   88,027   70.2%   98  |  |               |            |         |
| Bought any fine jeweln's in last 12 months   21,743   17.3%   97     Bought a watch in last 12 months   21,008   16.9%   109     Automobiles (Households)   |  |               |            |         |
| Bought a watch in last 12 months   21,208   16.9%   109     Automobiles (Households)   ************************************   |  |               |            |         |
| Automobiles (Households)   Automobiles (Households)   Statistic   Statistic <thstatistic< th="">   Statistic</thstatistic<>   |  |               |            |         |
| HH owns/leases any vehicle   55,113   88.9%   104     HH bought/leased new vehicle last 12 months   7,076   11.4%   116     Automotive Aftermarket (Adults)     103   Bought/changed motor oil in last 12 months   60,294   48.1%   103     Bought/changed motor oil in last 12 months   60,294   48.1%   101   Had tune-up in last 12 months   60,294   48.1%   101     Beverages (Adults)      70.2%   98     Drank bottled water/seltzer in last 6 months   88,027   70.2%   98     Drank poular cola in last 6 months   55,911   44.6%   100     Drank beer/ale in last 6 months   58,465   46.6%   111     Own digital point & shoot camera/camcorder   10,863   8.7%   110     Own digital plotos in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   14,421   25.5%   88     Have a smartphone: Android phone (any brand)   14,122   25.9%   | Bought a watch in last 12 months               | 21,208        | 16.9%      | 109     |
| HH owns/leases any vehicle   55,113   88.9%   104     HH bought/leased new vehicle last 12 months   7,076   11.4%   116     Automotive Aftermarket (Adults)     103   Bought/changed motor oil in last 12 months   60,294   48.1%   103     Bought/changed motor oil in last 12 months   60,294   48.1%   101   Had tune-up in last 12 months   60,294   48.1%   101     Beverages (Adults)      70.2%   98     Drank bottled water/seltzer in last 6 months   88,027   70.2%   98     Drank poular cola in last 6 months   55,911   44.6%   100     Drank beer/ale in last 6 months   58,465   46.6%   111     Own digital point & shoot camera/camcorder   10,863   8.7%   110     Own digital plotos in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   14,421   25.5%   88     Have a smartphone: Android phone (any brand)   14,122   25.9%   | Automobiles (Households)                       |               |            |         |
| HH bought/leased new vehicle last 12 months   7,076   11.4%   116     Automotive Aftermarket (Adults)         110,904   88.4%   103     Bought/leased in last 6 months   110,904   88.4%   103    103     Bought/leased new vehicle last 12 months   60,294   48.1%   101    103     Beverages (Adults)      25.5%   103     Break bottled water/seltzer in last 6 months   55,911   44.6%   100      Drank beer/ale in last 6 months   55,911   44.6%   100       Own digital point & shoot camera/camcorder   14,822   11.8%   118     110     Own digital point & shoot camera/camcorder   10,663   8.7%   110    107     Prinke digital photos in last 12 months   44,102   35.2%   1007    108   107    144*   107    108   107    129.09   90.0%   107 <t< td=""><td></td><td>55,113</td><td>88.9%</td><td>104</td></t<>  |  | 55,113        | 88.9%      | 104     |
| Bought gasoline in last 6 months   110,904   88.4%   103     Bought/changed motor oil in last 12 months   60,294   48.1%   101     Had tune-up in last 12 months   32,012   25.5%   103     Beverages (Adults)  | HH bought/leased new vehicle last 12 months    |               | 11.4%      | 116     |
| Bought gasoline in last 6 months   110,904   88.4%   103     Bought/changed motor oil in last 12 months   60,294   48.1%   101     Had tune-up in last 12 months   32,012   25.5%   103     Beverages (Adults)  | Automotive Afternoodet (Adulta)                |               |            |         |
| Bought/changed motor oil in last 12 months   60,294   48.1%   101     Had tune-up in last 12 months   32,012   25.5%   103     Beverages (Adults)   | · · · · ·                                      | 110.004       | 00 40/     | 102     |
| Had tune-up in last 12 months   32,012   25.5%   103     Beverages (Adults)   |  |               |            |         |
| Beverages (Aduits)     Drank bottled water/seltzer in last 6 months   88,027   70.2%   98     Drank regular cola in last 6 months   55,911   44.6%   100     Drank betr/ale in last 6 months   58,465   46.6%   111     Cameras (Aduits)   58,465   46.6%   111     Cameras (Aduits)   10,863   8.7%   118     Own digital point & shoot camera/camcorder   10,863   8.7%   100     Printed digital points in last 12 months   30,625   24.4%   107     Cell Phones (Aduits/Households)   84,102   35.2%   102     Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   18,128   29.2%   96     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH dwns a compu   | 5, 5   |               |            |         |
| Drank bottled water/seltzer in last 6 months   88,027   70.2%   98     Drank regular cola in last 6 months   55,911   44.6%   100     Drank beer/ale in last 6 months   55,911   44.6%   100     Drank beer/ale in last 6 months   55,911   44.6%   100     Cameras (Adults)         Own digital point & shoot camera/camcorder   14,822   11.8%   118     Own digital photos in last 12 months   30,625   24.4%   107     Printed digital photos in last 12 months   44,102   35.2%   102     Bought cell phone in last 12 months   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)   41   | Had tune-up in last 12 months                  | 32,012        | 25.5%      | 103     |
| Drank regular cola in last 6 months   55,911   44.6%   100     Drank beer/ale in last 6 months   58,465   46.6%   111     Cameras (Adults)        Own digital point & shoot camera/camcorder   14,822   11.8%   118     Own digital SLR camera/camcorder   10,863   8.7%   110     Printed digital photos in last 12 months   30,625   24.4%   107     Cell Phones (Adults/Households)     Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 3+   16,902   27.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   112     Howns acomputer   22,935   37.0%   100 <td< td=""><td>Beverages (Adults)</td><td></td><td></td><td></td></td<>   | Beverages (Adults)                             |               |            |         |
| Drank beer/ale in last 6 months   58,465   46.6%   111     Cameras (Adults)   | Drank bottled water/seltzer in last 6 months   | 88,027        | 70.2%      | 98      |
| Drank beer/ale in last 6 months   58,465   46.6%   111     Cameras (Adults)   | Drank regular cola in last 6 months            | 55,911        | 44.6%      | 100     |
| Own digital point & shoot camera/camcorder   14,822   11.8%   118     Own digital point & shoot camera/camcorder   10,863   8.7%   110     Printed digital photos in last 12 months   30,625   24.4%   107     Bought cell phones in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   112     HH owns a computer   50,912   82.1%   112     HH owns a computer   22,935   37.0%   100     HH owns any PC/non-Apple brand computer   40,766   65.7%   113     HH owns any PC/non-Apple brand computer   40  | Drank beer/ale in last 6 months                |               | 46.6%      | 111     |
| Own digital point & shoot camera/camcorder   14,822   11.8%   118     Own digital point & shoot camera/camcorder   10,863   8.7%   110     Printed digital photos in last 12 months   30,625   24.4%   107     Bought cell phones in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   112     HH owns a computer   50,912   82.1%   112     HH owns a computer   22,935   37.0%   100     HH owns any PC/non-Apple brand computer   40,766   65.7%   113     HH owns any PC/non-Apple brand computer   40  | Comerce (Adulte)                               |               |            |         |
| Own digital SLR camera/camcorder   10,863   8.7%   110     Printed digital photos in last 12 months   30,625   24.4%   107     Cell Phones (Adults/Households)         Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)     H   Howns a computer   50,912   82.1%   112     HH owns a desktop computer   22,935   37.0%   100     HH owns any Apple/Mac brand computer   44,176   39.9%   132     HH owns any PC/non-Apple brand computer   40,766   65.5%   118  |  | 14 977        | 11 00/     | 110     |
| Printed digital photos in last 12 months   30,625   24.4%   107     Cell Phones (Adults/Households)     Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Anple iPhone   67,197   53.6%   128     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)     HH owns a computer   50,912   82.1%   112     HH owns desktop computer   22,935   37.0%   100     HH owns any Apple/Mac brand computer   14,817   23.9%   132     HH owns any Apple/Mac brand computer   40,766   65.7%   107     HH owns any Apple/Mac brand computer   40,766   65.7%   107     HH owns any Apple/Mac brand computer   11,625  |  |               |            |         |
| Cell Phones (Adults/Households)     Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Apple iPhone   67,197   53.6%   128     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)     HH owns a computer   50,912   82.1%   112     HH owns dasktop computer   22,935   37.0%   100     HH owns any Apple/Mac brand computer   14,817   23.9%   132     HH owns any PC/non-Apple brand computer   40,766   65.7%   107     HH purchased most recent computer on line   11,625   18.7%   138     HH owns any Apple/Mac brand computer   9,494   15.3%   104     Spent <\$1.409 on most recent home computer   |  |               |            |         |
| Bought cell phone in last 12 months   44,102   35.2%   102     Have a smartphone   112,909   90.0%   107     Have a smartphone: Android phone (any brand)   44,473   35.5%   88     Have a smartphone: Apple iPhone   67,197   53.6%   128     Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     HH owns ac omputer   50,912   82.1%   112     HH owns desktop computer   22,935   37.0%   100     HH owns any Apple/Mac brand computer   14,817   23.9%   132     HH owns any PC/non-Apple brand computer   40,766   65.7%   107     HH purchased most recent computer in a store   24,176   39.0%   138     Spent <\$1.499 on most recent home computer   | Printed digital photos in last 12 months       | 50,025        | 24.4%      | 107     |
| Have a smartphone 112,909 90.0% 107   Have a smartphone: Android phone (any brand) 44,473 35.5% 88   Have a smartphone: Apple iPhone 67,197 53.6% 128   Number of cell phones in household: 1 18,128 29.2% 96   Number of cell phones in household: 2 25,597 41.3% 107   Number of cell phones in household: 3+ 16,902 27.3% 97   HH has cell phone only (no landline telephone) 40,140 64.7% 116   Computers (Households)   HH owns a computer   HH owns a computer 50,912 82.1% 112   HH owns alptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 40,766 65.7% 100   HH owns any PC/non-Apple brand computer 40,766 65.7% 102   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1.499 on most recent home computer   | Cell Phones (Adults/Households)                |               |            |         |
| Have a smartphone: Android phone (any brand) 44,473 35.5% 88   Have a smartphone: Apple iPhone 67,197 53.6% 128   Number of cell phones in household: 1 18,128 29.2% 96   Number of cell phones in household: 2 25,597 41.3% 107   Number of cell phones in household: 3+ 16,902 27.3% 97   HH has cell phone only (no landline telephone) 40,140 64.7% 116   Computers (Households)   HH owns a computer 50,912 82.1% 112   HH owns desktop computer 22,935 37.0% 100   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any Apple/Mac brand computer 40,766 65.7% 107   HH owns any Apple/Mac brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  | Bought cell phone in last 12 months            | 44,102        | 35.2%      | 102     |
| Have a smartphone: Apple iPhone 67,197 53.6% 128   Number of cell phones in household: 1 18,128 29.2% 96   Number of cell phones in household: 2 25,597 41.3% 107   Number of cell phones in household: 3+ 16,902 27.3% 97   HH has cell phone only (no landline telephone) 40,140 64.7% 116   Computers (Households)   HH owns a computer 50,912 82.1% 112   HH owns desktop computer 22,935 37.0% 100   HH owns alptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent home computer 9,494 15.3% 104   Spent <\$1-499 on most recent home computer  | Have a smartphone                              | 112,909       | 90.0%      | 107     |
| Number of cell phones in household: 1   18,128   29.2%   96     Number of cell phones in household: 2   25,597   41.3%   107     Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)     HH owns a computer   50,912   82.1%   112     HH owns desktop computer   22,935   37.0%   100     HH owns any Apple/Mac brand computer   14,817   23.9%   132     HH owns any PC/non-Apple brand computer   40,766   65.7%   107     HH purchased most recent computer in a store   24,176   39.0%   108     HH purchased most recent computer online   11,625   18.7%   138     Spent <\$1-499 on most recent home computer   | Have a smartphone: Android phone (any brand)   | 44,473        | 35.5%      | 88      |
| Number of cell phones in household: 2 25,597 41.3% 107   Number of cell phones in household: 3+ 16,902 27.3% 97   HH has cell phone only (no landline telephone) 40,140 64.7% 116   Computers (Households)   HH owns a computer 50,912 82.1% 112   HH owns desktop computer 22,935 37.0% 100   HH owns alptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  | Have a smartphone: Apple iPhone                | 67,197        | 53.6%      | 128     |
| Number of cell phones in household: 3+   16,902   27.3%   97     HH has cell phone only (no landline telephone)   40,140   64.7%   116     Computers (Households)         HH owns a computer   50,912   82.1%   112     HH owns desktop computer   22,935   37.0%   100     HH owns laptop/notebook   41,250   66.5%   118     HH owns any Apple/Mac brand computer   14,817   23.9%   132     HH owns any PC/non-Apple brand computer   40,766   65.7%   107     HH purchased most recent computer in a store   24,176   39.0%   108     HH purchased most recent computer online   11,625   18.7%   138     Spent <\$1-499 on most recent home computer   | Number of cell phones in household: 1          | 18,128        | 29.2%      | 96      |
| HH has cell phone only (no landline telephone) 40,140 64.7% 116   HH owns acomputer 50,912 82.1% 112   HH owns a computer 50,912 82.1% 112   HH owns desktop computer 22,935 37.0% 100   HH owns laptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  |  |               |            |         |
| Computers (Households)   HH owns a computer 50,912 82.1% 112   HH owns desktop computer 22,935 37.0% 100   HH owns laptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  | Number of cell phones in household: 3+         | 16,902        | 27.3%      | 97      |
| HH owns a computer50,91282.1%112HH owns desktop computer22,93537.0%100HH owns laptop/notebook41,25066.5%118HH owns any Apple/Mac brand computer14,81723.9%132HH owns any PC/non-Apple brand computer40,76665.7%107HH purchased most recent computer in a store24,17639.0%108HH purchased most recent computer online11,62518.7%138Spent <\$1-499 on most recent home computer   | HH has cell phone only (no landline telephone) | 40,140        | 64.7%      | 116     |
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| HH owns desktop computer 22,935 37.0% 100   HH owns laptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer   |  | 50 912        | 87 1%      | 117     |
| HH owns laptop/notebook 41,250 66.5% 118   HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer   |  |               |            |         |
| HH owns any Apple/Mac brand computer 14,817 23.9% 132   HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  |  |               |            |         |
| HH owns any PC/non-Apple brand computer 40,766 65.7% 107   HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer  |  |               |            |         |
| HH purchased most recent computer in a store 24,176 39.0% 108   HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer   |  |               |            |         |
| HH purchased most recent computer online 11,625 18.7% 138   Spent <\$1-499 on most recent home computer   |  |               |            |         |
| Spent <\$1-499 on most recent home computer   9,494   15.3%   104     Spent \$500-\$999 on most recent home computer   11,311   18.2%   109     Spent \$1,000-\$1,499 on most recent home computer   7,979   12.9%   134     Spent \$1,500-\$1,999 on most recent home computer   3,420   5.5%   124  |  |               |            |         |
| Spent \$500-\$999 on most recent home computer   11,311   18.2%   109     Spent \$1,000-\$1,499 on most recent home computer   7,979   12.9%   134     Spent \$1,500-\$1,999 on most recent home computer   3,420   5.5%   124  | •  |               |            |         |
| Spent \$1,000-\$1,499 on most recent home computer   7,979   12.9%   134     Spent \$1,500-\$1,999 on most recent home computer   3,420   5.5%   124  |  |               |            |         |
| Spent \$1,500-\$1,999 on most recent home computer   3,420   5.5%   124   |  |               |            |         |
|   |  |               |            |         |
|   |  |               |            |         |

**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.



Jeff Edberg, CCIM, SIOR

Johnson County, IA Johnson County, IA (19103) Geography: County

|  |                    | Be seed of     |            |
|--|--------------------|----------------|------------|
| Product (Consumer Polestica  | Expected Number of | Percent of     | MDT        |
| Product/Consumer Behavior  | Adults or HHs      | Adults/HHs     | MPI        |
| Convenience Stores (Adults)  | 82.407             | 6E 70/         | 104        |
| Shopped at convenience store in last 6 months  | 82,407             | 65.7%          | 104        |
| Bought brewed coffee at convenience store in last 30 days  | 16,743             | 13.3%          | 96         |
| Bought cigarettes at convenience store in last 30 days   | 11,575             | 9.2%           | 85         |
| Bought gas at convenience store in last 30 days  | 47,785             | 38.1%          | 102        |
| Spent at convenience store in last 30 days: <\$1-19  | 9,133              | 7.3%           | 106        |
| Spent at convenience store in last 30 days: \$20-\$39  | 13,352             | 10.6%<br>9.1%  | 112        |
| Spent at convenience store in last 30 days: \$40-\$50<br>Spent at convenience store in last 30 days: \$51-\$99 | 11,399             | 7.3%           | 110<br>131 |
|  | 9,106              | 20.3%          | 91         |
| Spent at convenience store in last 30 days: \$100+   | 25,425             | 20.3%          | 91         |
| Entertainment (Adulte)   |                    |                |            |
| Entertainment (Adults)<br>Attended a movie in last 6 months  | 80,249             | 64.0%          | 109        |
| Went to live theater in last 12 months   | ,                  | 13.5%          | 109        |
|  | 16,890             | 21.2%          |            |
| Went to a bar/night club in last 12 months<br>Dined out in last 12 months                                      | 26,575             | 58.0%          | 123        |
| Gambled at a casino in last 12 months  | 72,738<br>16,604   | 13.2%          | 111<br>100 |
| Visited a theme park in last 12 months   | 27,574             | 22.0%          |            |
| •  | ,                  | 17.2%          | 116        |
| Viewed movie (video-on-demand) in last 30 days<br>Viewed TV show (video-on-demand) in last 30 days             | 21,599             | 11.6%          | 98         |
|  | 14,603             | 9.7%           | 92<br>99   |
| Watched any pay-per-view TV in last 12 months  | 12,162             |                |            |
| Downloaded a movie over the Internet in last 30 days   | 16,033             | 12.8%          | 134        |
| Downloaded any individual song in last 6 months  | 28,146             | 22.4%<br>38.6% | 118        |
| Watched a movie online in the last 30 days   | 48,400             | 27.2%          | 143<br>142 |
| Watched a TV program online in last 30 days  | 34,060             |                |            |
| Played a video/electronic game (console) in last 12 months   | 15,610             | 12.4%          | 141        |
| Played a video/electronic game (portable) in last 12 months  | 7,785              | 6.2%           | 133        |
| Financial (Adulta)   |                    |                |            |
| Financial (Adults)   | 40,005             | 31.9%          | 102        |
| Have home mortgage (1st)<br>Used ATM/cash machine in last 12 months  | 72,874             | 58.1%          | 103<br>110 |
| Own any stock  | 9,488              | 7.6%           | 106        |
| Own U.S. savings bond  | 5,337              | 4.3%           | 98         |
| Own shares in mutual fund (stock)  | 8,984              | 7.2%           | 100        |
| Own shares in mutual fund (bonds)  | 6,133              | 4.9%           | 100        |
| Have interest checking account   | 39,206             | 31.3%          | 102        |
| Have non-interest checking account   | 38,249             | 30.5%          | 109        |
| Have savings account   | 79,272             | 63.2%          | 110        |
| Have 401K retirement savings plan  | 22,405             | 17.9%          | 110        |
| Own/used any credit/debit card in last 12 months   | 104,558            | 83.4%          | 105        |
| Avg monthly credit card expenditures: <\$1-110   | 14,574             | 11.6%          | 105        |
| Avg monthly credit card expenditures: $$111-$225$  | 8,269              | 6.6%           | 90         |
| Avg monthly credit card expenditures: \$226-\$450  | 9,246              | 7.4%           | 108        |
| Avg monthly credit card expenditures: \$220-\$430<br>Avg monthly credit card expenditures: \$451-\$700         | 9,240              | 7.9%           | 108        |
| Avg monthly credit card expenditures: \$701-\$1,000  | 7,335              | 5.8%           | 129        |
| Avg monthly credit card expenditures: \$701-\$1,000<br>Avg monthly credit card expenditures: \$1,001+          | 16,305             | 13.0%          | 103        |
| Did banking online in last 12 months   | 58,413             | 46.6%          | 112        |
| Did banking on mobile device in last 12 months   | 41,434             | 33.0%          | 119        |
| Paid bills online in last 12 months  | 72,492             | 57.8%          | 128        |
|  | / 2,432            | 57.070         | 113        |

**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.



Johnson County, IA Johnson County, IA (19103) Geography: County Jeff Edberg, CCIM, SIOR

|  | Expected Number of | Percent of     |          |
|--|--------------------|----------------|----------|
| Product/Consumer Behavior  | Adults/HHs         | Adults/HHs     | MPI      |
| Grocery (Adults)   |                    | C7 00/         | 07       |
| Used beef (fresh/frozen) in last 6 months                                      | 41,561             | 67.0%<br>91.7% | 97<br>98 |
| Used bread in last 6 months<br>Used chicken (fresh or frozen) in last 6 months | 56,887<br>42,673   | 68.8%          | 98       |
| Used turkey (fresh or frozen) in last 6 months                                 | 9,429              | 15.2%          | 102      |
| Used fish/seafood (fresh or frozen) in last 6 months                           | 32,573             | 52.5%          | 95       |
| Used fresh fruit/vegetables in last 6 months                                   | 53,293             | 86.0%          | 100      |
| Used fresh milk in last 6 months   | 52,521             | 84.7%          | 99       |
| Used organic food in last 6 months   | 15,869             | 25.6%          | 107      |
|  |                    |                |          |
| Health (Adults)  |                    |                |          |
| Exercise at home 2+ times per week   | 38,682             | 30.8%          | 113      |
| Exercise at club 2+ times per week   | 21,231             | 16.9%          | 118      |
| Visited a doctor in last 12 months   | 95,023             | 75.8%          | 98       |
| Used vitamin/dietary supplement in last 6 months                               | 67,262             | 53.6%          | 99       |
| Home (Households)  |                    |                |          |
| Did any home improvement in last 12 months                                     | 16,784             | 27.1%          | 98       |
| Used any housekeeper/professional cleaning service in last 12 months           | 8,457              | 13.6%          | 94       |
| Purchased low ticket HH furnishings in last 12 months                          | 11,297             | 18.2%          | 106      |
| Purchased big ticket HH furnishings in last 12 months                          | 15,678             | 25.3%          | 114      |
| Bought any small kitchen appliance in last 12 months                           | 14,559             | 23.5%          | 105      |
| Bought any large kitchen appliance in last 12 months                           | 8,766              | 14.1%          | 102      |
| Insurance (Adults/Households)  |                    |                |          |
| Currently carry life insurance   | 55,797             | 44.5%          | 100      |
| Carry medical/hospital/accident insurance                                      | 97,058             | 77.4%          | 103      |
| Carry homeowner insurance  | 56,591             | 45.1%          | 95       |
| Carry renter's insurance   | 13,549             | 10.8%          | 127      |
| Have auto insurance: 1 vehicle in household covered                            | 20,599             | 33.2%          | 107      |
| Have auto insurance: 2 vehicles in household covered                           | 19,089             | 30.8%          | 108      |
| Have auto insurance: 3+ vehicles in household covered                          | 13,405             | 21.6%          | 94       |
|  |                    |                |          |
| Pets (Households)  |                    |                |          |
| Household owns any pet   | 32,502             | 52.4%          | 96       |
| Household owns any cat   | 13,758             | 22.2%          | 97       |
| Household owns any dog   | 23,934             | 38.6%          | 93       |
| Psychographics (Adults)  |                    |                |          |
| Buying American is important to me   | 43,515             | 34.7%          | 88       |
| Usually buy items on credit rather than wait                                   | 16,914             | 13.5%          | 103      |
| Usually buy based on quality - not price                                       | 23,590             | 18.8%          | 99       |
| Price is usually more important than brand name                                | 35,406             | 28.2%          | 103      |
| Usually use coupons for brands I buy often                                     | 20,690             | 16.5%          | 96       |
| Am interested in how to help the environment                                   | 24,966             | 19.9%          | 103      |
| Usually pay more for environ safe product                                      | 17,554             | 14.0%          | 99       |
| Usually value green products over convenience                                  | 13,340             | 10.6%          | 94       |
| Likely to buy a brand that supports a charity                                  | 45,913             | 36.6%          | 104      |
| Reading (Adults)   |                    |                |          |
| Bought digital book in last 12 months  | 19,441             | 15.5%          | 120      |
| Bought hardcover book in last 12 months  | 28,451             | 22.7%          | 113      |
| Bought paperback book in last 12 month   | 41,167             | 32.8%          | 115      |
| Read any daily newspaper (paper version)                                       | 20,875             | 16.6%          | 90       |
| Read any digital newspaper in last 30 days                                     | 64,511             | 51.4%          | 129      |
| Read any magazine (paper/electronic version) in last 6 months                  | 117,725            | 93.9%          | 103      |
|  |                    |                |          |

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Johnson County, IA Johnson County, IA (19103) Geography: County Jeff Edberg, CCIM, SIOR

| Product/Consumer Behavior                                       | Expected Number of<br>Adults or HHs | Percent of<br>Adults/HHs | MPI |
|---|-------------------------------------|--------------------------|-----|
| Restaurants (Adults)  | Addits of Titls                     | Addito/Timo              |     |
| Went to family restaurant/steak house in last 6 months          | 95,882                              | 76.4%                    | 102 |
| Went to family restaurant/steak house: 4+ times a month         | 32,833                              | 26.2%                    | 99  |
| Went to fast food/drive-in restaurant in last 6 months          | 114,236                             | 91.1%                    | 100 |
| Went to fast food/drive-in restaurant 9+ times/month            | 51,364                              | 41.0%                    | 104 |
| Fast food restaurant last 6 months: eat in                      | 50,629                              | 40.4%                    | 109 |
| Fast food restaurant last 6 months: home delivery               | 14,010                              | 11.2%                    | 129 |
| Fast food restaurant last 6 months: take-out/drive-thru         | 63,291                              | 50.5%                    | 108 |
| Fast food restaurant last 6 months: take-out/walk-in            | 28,704                              | 22.9%                    | 110 |
| Television & Electronics (Adults/Households)                    |                                     |                          |     |
| Own any tablet  | 63,801                              | 50.9%                    | 106 |
| Own any e-reader  | 11,037                              | 8.8%                     | 100 |
| Own e-reader/tablet: iPad                                       | 40,474                              | 32.3%                    | 100 |
| HH has Internet connectable TV                                  | 19,324                              | 31.2%                    | 109 |
| Own any portable MP3 player                                     | ,                                   | 19.0%                    |     |
| HH owns 1 TV  | 23,871                              | 24.0%                    | 102 |
|   | 14,852                              |                          | 114 |
| HH owns 2 TVs   | 16,168                              | 26.1%                    | 97  |
| HH owns 3 TVs   | 12,932                              | 20.9%                    | 99  |
| HH owns 4+ TVs  | 9,696                               | 15.6%                    | 90  |
| HH subscribes to cable TV                                       | 27,707                              | 44.7%                    | 102 |
| HH subscribes to fiber optic                                    | 4,567                               | 7.4%                     | 104 |
| HH owns portable GPS navigation device                          | 14,281                              | 23.0%                    | 101 |
| HH purchased video game system in last 12 months                | 4,815                               | 7.8%                     | 94  |
| HH owns any Internet video device for TV                        | 17,556                              | 28.3%                    | 118 |
| Travel (Adults)   |                                     |                          |     |
| Took domestic trip in continental US last 12 months             | 75,841                              | 60.5%                    | 115 |
| Took 3+ domestic non-business trips in last 12 months           | 18,214                              | 14.5%                    | 123 |
| Spent on domestic vacations in last 12 months: <\$1-999         | 18,085                              | 14.4%                    | 133 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499  | 10,345                              | 8.2%                     | 132 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999  | 5,568                               | 4.4%                     | 110 |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999  | 5,391                               | 4.3%                     | 103 |
| Spent on domestic vacations in last 12 months: \$3,000+         | 7,420                               | 5.9%                     | 91  |
| Domestic travel in last 12 months: used general travel website  | 9,863                               | 7.9%                     | 115 |
| Took foreign trip (including Alaska and Hawaii) in last 3 years | 38,318                              | 30.6%                    | 111 |
| Took 3+ foreign trips by plane in last 3 years                  | 7,090                               | 5.7%                     | 104 |
| Spent on foreign vacations in last 12 months: <\$1-999          | 7,562                               | 6.0%                     | 130 |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999   | 5,324                               | 4.2%                     | 106 |
| Spent on foreign vacations in last 12 months: \$3,000+          | 7,896                               | 6.3%                     | 100 |
| Foreign travel in last 3 years: used general travel website     | 8,222                               | 6.6%                     | 114 |
| Nights spent in hotel/motel in last 12 months: any              | 65,367                              | 52.1%                    | 117 |
| Took cruise of more than one day in last 3 years                | 10,641                              | 8.5%                     | 95  |
| Member of any frequent flyer program                            | 26,477                              | 21.1%                    | 117 |
| Member of any hotel rewards program                             | 24,805                              | 19.8%                    | 110 |
| ,                         | ,                                   |                          |     |

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