



# Retail Market Potential

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

Jeff Edberg, CCIM, SIOR

Demographic Summary		2019	2024
Population		154,377	167,244
Population 18+		125,427	136,354
Households		62,004	67,309
Median Household Income		\$63,078	\$74,606

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men'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 clothing for child <13 years in last 6 months	30,385	24.2%	91
Bought any shoes in last 12 months	66,561	53.1%	101
Bought costume jewelry in last 12 months	20,695	16.5%	95
Bought any fine jewelry in last 12 months	21,743	17.3%	97
Bought a watch in last 12 months	21,208	16.9%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	55,113	88.9%	104
HH bought/leased new vehicle last 12 months	7,076	11.4%	116
<b>Automotive Aftermarket (Adults)</b>			
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
<b>Beverages (Adults)</b>			
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	58,465	46.6%	111
<b>Cameras (Adults)</b>			
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
<b>Cell Phones (Adults/Households)</b>			
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
<b>Computers (Households)</b>			
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	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 \$2,000+ on most recent home computer	2,968	4.8%	121

**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.



# Retail Market Potential

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

Jeff Edberg, CCIM, SIOR

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
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%	112
Spent at convenience store in last 30 days: \$40-\$50	11,399	9.1%	110
Spent at convenience store in last 30 days: \$51-\$99	9,106	7.3%	131
Spent at convenience store in last 30 days: \$100+	25,425	20.3%	91
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	80,249	64.0%	109
Went to live theater in last 12 months	16,890	13.5%	122
Went to a bar/night club in last 12 months	26,575	21.2%	123
Dined out in last 12 months	72,738	58.0%	111
Gambled at a casino in last 12 months	16,604	13.2%	100
Visited a theme park in last 12 months	27,574	22.0%	116
Viewed movie (video-on-demand) in last 30 days	21,599	17.2%	98
Viewed TV show (video-on-demand) in last 30 days	14,603	11.6%	92
Watched any pay-per-view TV in last 12 months	12,162	9.7%	99
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%	118
Watched a movie online in the last 30 days	48,400	38.6%	143
Watched a TV program online in last 30 days	34,060	27.2%	142
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
<b>Financial (Adults)</b>			
Have home mortgage (1st)	40,005	31.9%	103
Used ATM/cash machine in last 12 months	72,874	58.1%	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%	102
Have interest checking account	39,206	31.3%	109
Have non-interest checking account	38,249	30.5%	104
Have savings account	79,272	63.2%	110
Have 401K retirement savings plan	22,405	17.9%	111
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%	101
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: \$451-\$700	9,941	7.9%	129
Avg monthly credit card expenditures: \$701-\$1,000	7,335	5.8%	105
Avg monthly credit card expenditures: \$1,001+	16,305	13.0%	112
Did banking online in last 12 months	58,413	46.6%	119
Did banking on mobile device in last 12 months	41,434	33.0%	128
Paid bills online in last 12 months	72,492	57.8%	115

**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.



# Retail Market Potential

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

Jeff Edberg, CCIM, SIOR

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	41,561	67.0%	97
Used bread in last 6 months	56,887	91.7%	98
Used chicken (fresh or frozen) in last 6 months	42,673	68.8%	99
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
<b>Health (Adults)</b>			
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
<b>Home (Households)</b>			
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
<b>Insurance (Adults/Households)</b>			
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
<b>Pets (Households)</b>			
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
<b>Psychographics (Adults)</b>			
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
<b>Reading (Adults)</b>			
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

**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.



# Retail Market Potential

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

Jeff Edberg, CCIM, SIOR

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
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
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	63,801	50.9%	106
Own any e-reader	11,037	8.8%	106
Own e-reader/tablet: iPad	40,474	32.3%	114
HH has Internet connectable TV	19,324	31.2%	109
Own any portable MP3 player	23,871	19.0%	102
HH owns 1 TV	14,852	24.0%	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
<b>Travel (Adults)</b>			
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

**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.