



# Retail Market Potential

Newton city, IA (1956505)  
Place

Demographic Summary	2013	2018
Population	15,083	14,886
Population 18+	11,775	11,693
Households	6,623	6,555
Median Household Income	\$37,267	\$42,803

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	5,862	49.8%	101
Bought any women's clothing in last 12 months	5,470	46.5%	102
Bought clothing for child <13 years in last 6 months	3,291	27.9%	94
Bought any shoes in last 12 months	6,254	53.1%	97
Bought costume jewelry in last 12 months	2,352	20.0%	100
Bought any fine jewelry in last 12 months	2,292	19.5%	98
Bought a watch in last 12 months	1,322	11.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	5,776	87.2%	102
HH bought/leased new vehicle last 12 mo	475	7.2%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,429	88.6%	104
Bought/changed motor oil in last 12 months	6,451	54.8%	109
Had tune-up in last 12 months	3,627	30.8%	98
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	6,958	59.1%	93
Drank regular cola in last 6 months	5,533	47.0%	101
Drank beer/ale in last 6 months	4,984	42.3%	99
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	4,133	35.1%	101
Own digital single-lens reflex (SLR) camera	984	8.4%	100
Bought any camera in last 12 months	983	8.3%	96
Bought memory card for camera in last 12 months	815	6.9%	106
Printed digital photos in last 12 months	544	4.6%	105
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,508	38.3%	102
Have a smartphone	3,781	32.1%	88
Have an iPhone	1,025	8.7%	74
Number of cell phones in household: 1	2,399	36.2%	114
Number of cell phones in household: 2	2,191	33.1%	92
Number of cell phones in household: 3+	1,347	20.3%	82
HH has cell phone only (no landline telephone)	2,224	33.6%	100
<b>Computers (Households)</b>			
HH owns a computer	4,870	73.5%	97
HH owns desktop computer	3,426	51.7%	99
HH owns laptop/notebook/tablet	2,939	44.4%	93
Spent <\$500 on most recent home computer	1,008	15.2%	116
Spent \$500-\$999 on most recent home computer	1,383	20.9%	101
Spent \$1,000-\$1,499 on most recent home computer	698	10.5%	98
Spent \$1,500-\$1,999 on most recent home computer	231	3.5%	70
Spent \$2,000+ on most recent home computer	217	3.3%	84

**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 2013 and 2018.



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<b>Convenience Stores (Adults)</b>			
Bought brewed coffee at convenience store in last 30 days	2,113	17.9%	114
Bought cigarettes at convenience store in last 30 days	1,855	15.8%	118
Bought gas at convenience store in last 30 days	4,661	39.6%	119
Spent at convenience store in last 30 days: <\$11	800	6.8%	97
Spent at convenience store in last 30 days: \$11-\$19	223	1.9%	97
Spent at convenience store in last 30 days: \$20-\$39	1,074	9.1%	98
Spent at convenience store in last 30 days: \$40-\$50	951	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	720	6.1%	123
Spent at convenience store in last 30 days: \$100+	3,199	27.2%	118
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	6,795	57.7%	95
Went to live theater in last 12 months	1,475	12.5%	104
Went to a bar/night club in last 12 months	2,310	19.6%	109
Dined out in last 12 months	5,657	48.0%	104
Gambled at a casino in last 12 months	1,842	15.6%	100
Visited a theme park in last 12 months	1,849	15.7%	86
Viewed movie (video-on-demand) in last 30 days	1,825	15.5%	100
Viewed TV show (video-on-demand) in last 30 days	1,113	9.5%	91
Watched any pay-per-view TV in last 12 months	1,425	12.1%	86
Downloaded a movie over the Internet in last 30 days	576	4.9%	83
Downloaded any individual song in last 6 months	2,064	17.5%	85
Watched a movie online in the last 30 days	1,084	9.2%	82
Watched a TV program online in last 30 days	1,290	11.0%	88
Played a video/electronic game (console) in last 12 months	1,487	12.6%	107
Played a video/electronic game (portable) in last 12 months	564	4.8%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,969	33.7%	105
Used ATM/cash machine in last 12 months	5,658	48.1%	100
Own any stock	914	7.8%	95
Own U.S. savings bond	738	6.3%	100
Own shares in mutual fund (stock)	873	7.4%	91
Own shares in mutual fund (bonds)	558	4.7%	90
Have interest checking account	3,657	31.1%	107
Have non-interest checking account	3,671	31.2%	109
Have savings account	6,631	56.3%	106
Have 401K retirement savings plan	1,679	14.3%	97
Own/used any credit/debit card in last 12 months	8,760	74.4%	102
Avg monthly credit card expenditures: <\$111	1,799	15.3%	123
Avg monthly credit card expenditures: \$111-\$225	762	6.5%	100
Avg monthly credit card expenditures: \$226-\$450	709	6.0%	98
Avg monthly credit card expenditures: \$451-\$700	540	4.6%	87
Avg monthly credit card expenditures: \$701-\$1,000	472	4.0%	89
Avg monthly credit card expenditures: \$1,001+	856	7.3%	80
Did banking online in last 12 months	3,962	33.6%	98
Did banking on mobile device in last 12 months	724	6.1%	85
Paid bills online in last 12 months	4,645	39.4%	99

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	8,673	73.7%	102
Used bread in last 6 months	11,365	96.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,474	80.5%	100
Used fish/seafood (fresh or frozen) in last 6 months	6,347	53.9%	97
Used fresh fruit/vegetables in last 6 months	10,346	87.9%	101
Used fresh milk in last 6 months	10,832	92.0%	102
Used organic food in last 6 months	1,880	16.0%	84
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	3,224	27.4%	101
Exercise at club 2+ times per week	1,320	11.2%	85
Visited a doctor in last 12 months	9,220	78.3%	104
Used vitamin/dietary supplement in last 6 months	6,445	54.7%	102
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,043	30.8%	109
Used housekeeper/maid/professional HH cleaning service in last 12	793	12.0%	89
Purchased low ticket HH furnishings in last 12 months	1,061	16.0%	102
Purchased big ticket HH furnishings in last 12 months	1,375	20.8%	98
Purchased bedding/bath goods in last 12 months	3,580	54.1%	101
Purchased cooking/serving product in last 12 months	1,526	23.0%	94
Bought any small kitchen appliance in last 12 months	1,416	21.4%	97
Bought any large kitchen appliance in last 12 months	833	12.6%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	5,696	48.4%	110
Carry medical/hospital/accident insurance	8,038	68.3%	106
Carry homeowner insurance	6,332	53.8%	111
Have auto insurance: 1 vehicle in household covered	2,298	34.7%	112
Have auto insurance: 2 vehicles in household covered	1,824	27.5%	98
Have auto insurance: 3+ vehicles in household covered	1,375	20.8%	94
<b>Pets (Households)</b>			
Household owns any pet	3,590	54.2%	103
Household owns any cat	1,645	24.8%	108
Household owns any dog	2,573	38.8%	99
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,556	47.2%	114
Usually buy items on credit rather than wait	1,274	10.8%	93
Usually buy based on quality - not price	2,156	18.3%	101
Price is usually more important than brand name	3,211	27.3%	100
Usually use coupons for brands I buy often	2,288	19.4%	104
Am interested in how to help the environment	1,907	16.2%	93
Usually pay more for environ safe product	1,332	11.3%	90
Usually value green products over convenience	1,048	8.9%	90
Likely to buy a brand that supports a charity	4,084	34.7%	104
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	650	5.5%	79
Bought hardcover book in last 12 months	2,914	24.7%	98
Bought paperback book in last 12 month	4,155	35.3%	97
Read newspaper using e-reader/tablet in last 6 months	215	1.8%	73
Read book using e-reader/tablet in last 6 months	634	5.4%	76
Read any daily newspaper (paper version)	4,374	37.1%	116
Read any magazine (paper/electronic version) in last 6 months	10,753	91.3%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	9,129	77.5%	102
Went to family restaurant/steak house: 4+ times a month	3,650	31.0%	104
Went to fast food/drive-in restaurant in last 6 months	10,725	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,705	40.0%	99
Fast food/drive-in last 6 months: eat in	4,487	38.1%	105
Fast food/drive-in last 6 months: home delivery	952	8.1%	104
Fast food/drive-in last 6 months: take-out/drive-thru	6,087	51.7%	110
Fast food/drive-in last 6 months: take-out/walk-in	2,174	18.5%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet (such as Kindle or iPad)	852	7.2%	74
Own any portable MP3 player	3,517	29.9%	89
HH owns 1 TV	1,277	19.3%	97
HH owns 2 TVs	1,845	27.9%	106
HH owns 3 TVs	1,446	21.8%	101
HH owns 4+ TVs	1,314	19.8%	98
HH subscribes to cable TV	4,067	61.4%	111
HH subscribes to fiber optic	286	4.3%	70
HH has satellite dish	1,437	21.7%	85
HH owns DVD/Blu-ray player	4,132	62.4%	100
HH owns camcorder	998	15.1%	87
HH owns portable GPS navigation device	1,619	24.4%	94
HH owns video game system	2,765	41.7%	96
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	5,751	48.8%	96
Took 3+ domestic non-business trips in last 12 months	1,401	11.9%	95
Spent on domestic vacations in last 12 months: <\$1,000	1,393	11.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	600	5.1%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	404	3.4%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	422	3.6%	90
Spent on domestic vacations in last 12 months: \$3,000+	632	5.4%	95
Domestic travel in the 12 months: used general travel website	786	6.7%	86
Foreign travel in last 3 years	2,145	18.2%	74
Took 3+ foreign trips by plane in last 3 years	368	3.1%	70
Spent on foreign vacations in last 12 months: <\$1,000	535	4.5%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	314	2.7%	78
Spent on foreign vacations in last 12 months: \$3,000+	362	3.1%	64
Foreign travel in last 3 years: used general travel website	533	4.5%	74
Stayed 1+ nights at hotel/motel in last 12 months	4,860	41.3%	98
Took cruise of more than one day in last 3 years	847	7.2%	83
Member of any frequent flyer program	1,414	12.0%	72
Member of any hotel rewards program	1,264	10.7%	79

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