



# Retail Marketplace Potential

Osceola  
Osceola County, IA (19143)  
Geography: County

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		6,191	6,021
Population 18+		4,864	4,682
Households		2,586	2,518
Median Household Income		\$50,965	\$53,775

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,328	47.9%	102
Bought any women's clothing in last 12 months	2,081	42.8%	99
Bought clothing for child <13 years in last 6 months	1,202	24.7%	92
Bought any shoes in last 12 months	2,542	52.3%	98
Bought costume jewelry in last 12 months	819	16.8%	93
Bought any fine jewelry in last 12 months	726	14.9%	83
Bought a watch in last 12 months	819	16.8%	106
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,351	90.9%	106
HH bought/leased new vehicle last 12 mo	208	8.0%	83
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,349	89.4%	105
Bought/changed motor oil in last 12 months	2,807	57.7%	121
Had tune-up in last 12 months	1,174	24.1%	94
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,153	64.8%	93
Drank regular cola in last 6 months	2,481	51.0%	115
Drank beer/ale in last 6 months	2,059	42.3%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	636	13.1%	112
Own digital SLR camera/camcorder	310	6.4%	82
Printed digital photos in last 12 months	1,206	24.8%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,753	36.0%	100
Have a smartphone	3,381	69.5%	87
Have a smartphone: Android phone (any brand)	1,813	37.3%	96
Have a smartphone: Apple iPhone	1,350	27.8%	72
Number of cell phones in household: 1	819	31.7%	103
Number of cell phones in household: 2	1,091	42.2%	110
Number of cell phones in household: 3+	532	20.6%	75
HH has cell phone only (no landline telephone)	1,129	43.7%	83
<b>Computers (Households)</b>			
HH owns a computer	1,806	69.8%	94
HH owns desktop computer	1,010	39.1%	102
HH owns laptop/notebook	1,305	50.5%	89
HH owns any Apple/Mac brand computer	257	9.9%	56
HH owns any PC/non-Apple brand computer	1,670	64.6%	103
HH purchased most recent computer in a store	941	36.4%	98
HH purchased most recent computer online	275	10.6%	79
Spent <\$500 on most recent home computer	520	20.1%	132
Spent \$500-\$999 on most recent home computer	457	17.7%	100
Spent \$1,000-\$1,499 on most recent home computer	205	7.9%	83
Spent \$1,500-\$1,999 on most recent home computer	74	2.9%	62
Spent \$2,000+ on most recent home computer	58	2.2%	55

**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 2018 and 2023.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,314	68.1%	109
Bought brewed coffee at convenience store in last 30 days	759	15.6%	115
Bought cigarettes at convenience store in last 30 days	564	11.6%	106
Bought gas at convenience store in last 30 days	2,295	47.2%	128
Spent at convenience store in last 30 days: <\$20	311	6.4%	89
Spent at convenience store in last 30 days: \$20-\$39	445	9.1%	96
Spent at convenience store in last 30 days: \$40-\$50	465	9.6%	115
Spent at convenience store in last 30 days: \$51-\$99	293	6.0%	108
Spent at convenience store in last 30 days: \$100+	1,406	28.9%	130
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,499	51.4%	86
Went to live theater in last 12 months	391	8.0%	69
Went to a bar/night club in last 12 months	794	16.3%	93
Dined out in last 12 months	2,389	49.1%	96
Gambled at a casino in last 12 months	586	12.0%	93
Visited a theme park in last 12 months	638	13.1%	69
Viewed movie (video-on-demand) in last 30 days	694	14.3%	79
Viewed TV show (video-on-demand) in last 30 days	469	9.6%	69
Watched any pay-per-view TV in last 12 months	482	9.9%	90
Downloaded a movie over the Internet in last 30 days	315	6.5%	71
Downloaded any individual song in last 6 months	709	14.6%	72
Watched a movie online in the last 30 days	842	17.3%	72
Watched a TV program online in last 30 days	572	11.8%	65
Played a video/electronic game (console) in last 12 months	373	7.7%	84
Played a video/electronic game (portable) in last 12 months	173	3.6%	69
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,533	31.5%	100
Used ATM/cash machine in last 12 months	2,382	49.0%	92
Own any stock	266	5.5%	76
Own U.S. savings bond	226	4.6%	96
Own shares in mutual fund (stock)	323	6.6%	96
Own shares in mutual fund (bonds)	187	3.8%	81
Have interest checking account	1,497	30.8%	104
Have non-interest checking account	1,662	34.2%	116
Have savings account	2,870	59.0%	101
Have 401K retirement savings plan	710	14.6%	94
Own/used any credit/debit card in last 12 months	3,812	78.4%	98
Avg monthly credit card expenditures: <\$111	702	14.4%	120
Avg monthly credit card expenditures: \$111-\$225	422	8.7%	121
Avg monthly credit card expenditures: \$226-\$450	410	8.4%	125
Avg monthly credit card expenditures: \$451-\$700	271	5.6%	90
Avg monthly credit card expenditures: \$701-\$1,000	233	4.8%	82
Avg monthly credit card expenditures: \$1,001+	419	8.6%	79
Did banking online in last 12 months	1,649	33.9%	86
Did banking on mobile device in last 12 months	925	19.0%	81
Paid bills online in last 12 months	2,204	45.3%	92

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,928	74.6%	109
Used bread in last 6 months	2,451	94.8%	101
Used chicken (fresh or frozen) in last 6 months	1,782	68.9%	100
Used turkey (fresh or frozen) in last 6 months	427	16.5%	108
Used fish/seafood (fresh or frozen) in last 6 months	1,301	50.3%	92
Used fresh fruit/vegetables in last 6 months	2,287	88.4%	102
Used fresh milk in last 6 months	2,320	89.7%	104
Used organic food in last 6 months	365	14.1%	60
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,248	25.7%	92
Exercise at club 2+ times per week	440	9.0%	63
Visited a doctor in last 12 months	3,923	80.7%	105
Used vitamin/dietary supplement in last 6 months	2,633	54.1%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	858	33.2%	119
Used housekeeper/maid/professional HH cleaning service in last 12	239	9.2%	66
Purchased low ticket HH furnishings in last 12 months	374	14.5%	86
Purchased big ticket HH furnishings in last 12 months	480	18.6%	85
Bought any small kitchen appliance in last 12 months	600	23.2%	103
Bought any large kitchen appliance in last 12 months	399	15.4%	109
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,508	51.6%	116
Carry medical/hospital/accident insurance	3,805	78.2%	105
Carry homeowner insurance	2,905	59.7%	126
Carry renter's insurance	318	6.5%	76
Have auto insurance: 1 vehicle in household covered	769	29.7%	97
Have auto insurance: 2 vehicles in household covered	729	28.2%	98
Have auto insurance: 3+ vehicles in household covered	742	28.7%	126
<b>Pets (Households)</b>			
Household owns any pet	1,596	61.7%	113
Household owns any cat	820	31.7%	138
Household owns any dog	1,234	47.7%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,570	52.8%	130
Usually buy items on credit rather than wait	580	11.9%	91
Usually buy based on quality - not price	956	19.7%	102
Price is usually more important than brand name	1,622	33.3%	120
Usually use coupons for brands I buy often	1,048	21.5%	120
Am interested in how to help the environment	671	13.8%	76
Usually pay more for environ safe product	596	12.3%	86
Usually value green products over convenience	575	11.8%	104
Likely to buy a brand that supports a charity	1,669	34.3%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	478	9.8%	74
Bought hardcover book in last 12 months	869	17.9%	90
Bought paperback book in last 12 month	1,428	29.4%	101
Read any daily newspaper (paper version)	1,357	27.9%	135
Read any digital newspaper in last 30 days	1,374	28.2%	75
Read any magazine (paper/electronic version) in last 6 months	4,390	90.3%	100

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,659	75.2%	100
Went to family restaurant/steak house: 4+ times a month	1,114	22.9%	85
Went to fast food/drive-in restaurant in last 6 months	4,514	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,623	33.4%	84
Fast food/drive-in last 6 months: eat in	1,945	40.0%	109
Fast food/drive-in last 6 months: home delivery	305	6.3%	75
Fast food/drive-in last 6 months: take-out/drive-thru	2,394	49.2%	104
Fast food/drive-in last 6 months: take-out/walk-in	875	18.0%	85
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	1,954	40.2%	88
Own any e-reader	371	7.6%	103
Own e-reader/tablet: iPad	963	19.8%	74
HH has Internet connectable TV	568	22.0%	85
Own any portable MP3 player	902	18.5%	86
HH owns 1 TV	512	19.8%	95
HH owns 2 TVs	698	27.0%	100
HH owns 3 TVs	554	21.4%	102
HH owns 4+ TVs	509	19.7%	111
HH subscribes to cable TV	888	34.3%	77
HH subscribes to fiber optic	74	2.9%	36
HH owns portable GPS navigation device	717	27.7%	112
HH purchased video game system in last 12 mos	121	4.7%	55
HH owns any Internet video device for TV	368	14.2%	70
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,299	47.3%	91
Took 3+ domestic non-business trips in last 12 months	454	9.3%	79
Spent on domestic vacations in last 12 months: <\$1,000	521	10.7%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	278	5.7%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	127	2.6%	66
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	171	3.5%	92
Spent on domestic vacations in last 12 months: \$3,000+	204	4.2%	67
Domestic travel in the 12 months: used general travel website	253	5.2%	75
Foreign travel in last 3 years	836	17.2%	65
Took 3+ foreign trips by plane in last 3 years	119	2.4%	51
Spent on foreign vacations in last 12 months: <\$1,000	212	4.4%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	108	2.2%	59
Spent on foreign vacations in last 12 months: \$3,000+	141	2.9%	49
Foreign travel in last 3 years: used general travel website	205	4.2%	70
Nights spent in hotel/motel in last 12 months: any	1,985	40.8%	93
Took cruise of more than one day in last 3 years	251	5.2%	60
Member of any frequent flyer program	399	8.2%	47
Member of any hotel rewards program	694	14.3%	85

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