



Retail Marketplace Potential

Rock Ridge Business Park Rock Valley, IA
 Ring: 1 mile radius

Latitude: 43.2008
 Longitude: -96.2631

Demographic Summary		2021	2026
Population		275	287
Population 18+		193	201
Households		85	89
Median Household Income		\$76,163	\$79,194

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	103	53.4%	109
Bought any women's clothing in last 12 months	94	48.7%	108
Bought any shoes in last 12 months	108	56.0%	105
Bought costume jewelry in last 12 months	28	14.5%	90
Bought any fine jewelry in last 12 months	29	15.0%	82
Bought a watch in last 12 months	23	11.9%	82
Automobiles (Households)			
HH owns/leases any vehicle	80	94.1%	109
HH bought/leased new vehicle last 12 months	8	9.4%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	175	90.7%	106
Bought/changed motor oil in last 12 months	108	56.0%	123
Had tune-up in last 12 months	42	21.8%	90
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	125	64.8%	91
Drank non-diet (regular) in last 6 months	81	42.0%	100
Drank beer/ale in last 6 months	74	38.3%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	23	11.9%	148
Own digital SLR camera/camcorder	12	6.2%	78
Printed digital photos in last 12 months	46	23.8%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	64	33.2%	103
Have a smartphone	149	77.2%	86
Have a smartphone: Android phone (any brand)	75	38.9%	96
Have a smartphone: Apple iPhone	70	36.3%	75
Number of cell phones in household: 1	27	31.8%	105
Number of cell phones in household: 2	38	44.7%	117
Number of cell phones in household: 3+	19	22.4%	75
HH has cell phone only (no landline telephone)	46	54.1%	84
Computers (Households)			
HH owns a computer	59	69.4%	93
HH owns desktop computer	30	35.3%	101
HH owns laptop/notebook	43	50.6%	86
HH owns any Apple/Mac brand computer	11	12.9%	64
HH owns any PC/non-Apple brand computer	53	62.4%	103
HH purchased most recent computer in a store	32	37.6%	107
HH purchased most recent computer online	10	11.8%	75
HH spent \$1-\$499 on most recent home computer	16	18.8%	132
HH spent \$500-\$999 on most recent home computer	15	17.6%	107
HH spent \$1,000-\$1,499 on most recent home computer	8	9.4%	91
HH spent \$1,500-\$1,999 on most recent home computer	2	2.4%	47
HH spent \$2,000+ on most recent home computer	2	2.4%	53

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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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	136	70.5%	115
Bought brewed coffee at convenience store in last 30 days	27	14.0%	111
Bought cigarettes at convenience store in last 30 days	25	13.0%	142
Bought gas at convenience store in last 30 days	105	54.4%	148
Spent at convenience store in last 30 days: \$1-19	11	5.7%	82
Spent at convenience store in last 30 days: \$20-\$39	14	7.3%	78
Spent at convenience store in last 30 days: \$40-\$50	18	9.3%	115
Spent at convenience store in last 30 days: \$51-\$99	13	6.7%	121
Spent at convenience store in last 30 days: \$100+	64	33.2%	151
Entertainment (Adults)			
Attended a movie in last 6 months	96	49.7%	84
Went to live theater in last 12 months	17	8.8%	71
Went to a bar/night club in last 12 months	28	14.5%	82
Dined out in last 12 months	102	52.8%	104
Gambled at a casino in last 12 months	26	13.5%	102
Visited a theme park in last 12 months	18	9.3%	50
Viewed movie (video-on-demand) in last 30 days	20	10.4%	69
Viewed TV show (video-on-demand) in last 30 days	10	5.2%	51
Watched any pay-per-view TV in last 12 months	12	6.2%	84
Downloaded a movie over the Internet in last 30 days	10	5.2%	55
Downloaded any individual song in last 6 months	26	13.5%	73
Used internet to watch a movie online in the last 30 days	42	21.8%	67
Used internet to watch a TV program online in last 30 days	30	15.5%	73
Played a video/electronic game (console) in last 12 months	13	6.7%	71
Played a video/electronic game (portable) in last 12 months	10	5.2%	107
Financial (Adults)			
Have home mortgage (1st)	54	28.0%	86
Used ATM/cash machine in last 12 months	86	44.6%	83
Own any stock	19	9.8%	119
Own U.S. savings bond	11	5.7%	117
Own shares in mutual fund (stock)	23	11.9%	148
Own shares in mutual fund (bonds)	13	6.7%	129
Have interest checking account	70	36.3%	121
Have non-interest checking account	75	38.9%	127
Have savings account	120	62.2%	104
Have 401K retirement savings plan	36	18.7%	107
Own/used any credit/debit card in last 12 months	162	83.9%	102
Avg monthly credit card expenditures: \$1-110	30	15.5%	137
Avg monthly credit card expenditures: \$111-\$225	17	8.8%	121
Avg monthly credit card expenditures: \$226-\$450	14	7.3%	99
Avg monthly credit card expenditures: \$451-\$700	12	6.2%	91
Avg monthly credit card expenditures: \$701-\$1,000	14	7.3%	114
Avg monthly credit card expenditures: \$1001-2000	14	7.3%	91
Avg monthly credit card expenditures: \$2001+	9	4.7%	68
Did banking online in last 12 months	72	37.3%	86
Did banking on mobile device in last 12 months	46	23.8%	74
Paid bills online in last 12 months	89	46.1%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	60	70.6%	104
HH used bread in last 6 months	80	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	57	67.1%	101
HH used turkey (fresh or frozen) in last 6 months	12	14.1%	101
HH used fish/seafood (fresh or frozen) in last 6 months	42	49.4%	90
HH used fresh fruit/vegetables in last 6 months	73	85.9%	102
HH used fresh milk in last 6 months	75	88.2%	106
HH used organic food in last 6 months	13	15.3%	64
Health (Adults)			
Exercise at home 2+ times per week	56	29.0%	97
Exercise at club 2+ times per week	13	6.7%	47
Visited a doctor in last 12 months	160	82.9%	107
Used vitamin/dietary supplement in last 6 months	108	56.0%	102
Home (Households)			
HH did any home improvement in last 12 months	24	28.2%	99
HH used any maid/professional cleaning service in last 12 months	8	9.4%	61
HH purchased low ticket HH furnishings in last 12 months	13	15.3%	85
HH purchased big ticket HH furnishings in last 12 months	18	21.2%	92
HH bought any small kitchen appliance in last 12 months	16	18.8%	80
HH bought any large kitchen appliance in last 12 months	10	11.8%	88
Insurance (Adults/Households)			
Currently carry life insurance	94	48.7%	110
Carry medical/hospital/accident insurance	155	80.3%	107
Carry homeowner/personal property insurance	126	65.3%	134
Carry renter's insurance	12	6.2%	67
HH has auto insurance: 1 vehicle in household covered	16	18.8%	65
HH has auto insurance: 2 vehicles in household covered	22	25.9%	94
HH has auto insurance: 3+ vehicles in household covered	37	43.5%	190
Pets (Households)			
Household owns any pet	62	72.9%	138
Household owns any cat	38	44.7%	194
Household owns any dog	46	54.1%	134
Psychographics (Adults)			
Buying American is important to me	104	53.9%	149
Usually buy items on credit rather than wait	19	9.8%	72
Usually buy based on quality - not price	31	16.1%	85
Price is usually more important than brand name	63	32.6%	112
Usually use coupons for brands I buy often	29	15.0%	96
Am interested in how to help the environment	27	14.0%	67
Usually pay more for environ safe product	26	13.5%	90
Usually value green products over convenience	15	7.8%	67
Likely to buy a brand that supports a charity	67	34.7%	98
Reading (Adults)			
Bought digital book in last 12 months	26	13.5%	95
Bought hardcover book in last 12 months	40	20.7%	100
Bought paperback book in last 12 month	53	27.5%	97
Read any daily newspaper (paper version)	37	19.2%	131
Read any digital newspaper in last 30 days	70	36.3%	81
Read any magazine (paper/electronic version) in last 6 months	172	89.1%	99

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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	137	71.0%	98
Went to family restaurant/steak house: 4+ times a month	43	22.3%	90
Went to fast food/drive-in restaurant in last 6 months	178	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	69	35.8%	94
Fast food restaurant last 6 months: eat in	80	41.5%	128
Fast food restaurant last 6 months: home delivery	11	5.7%	64
Fast food restaurant last 6 months: take-out/drive-thru	96	49.7%	104
Fast food restaurant last 6 months: take-out/walk-in	32	16.6%	81
Television & Electronics (Adults/Households)			
Own any tablet	94	48.7%	95
Own any e-reader	15	7.8%	76
Own e-reader/tablet: iPad	46	23.8%	78
HH has Internet connectable TV	33	38.8%	106
Own any portable MP3 player	25	13.0%	89
HH owns 1 TV	14	16.5%	78
HH owns 2 TVs	23	27.1%	102
HH owns 3 TVs	23	27.1%	128
HH owns 4+ TVs	15	17.6%	100
HH subscribes to cable TV	19	22.4%	56
HH subscribes to fiber optic	3	3.5%	61
HH owns portable GPS navigation device	22	25.9%	134
HH purchased video game system in last 12 months	4	4.7%	57
HH owns any Internet video device for TV	22	25.9%	77
Travel (Adults)			
Took domestic trip in continental US last 12 months	102	52.8%	99
Took 3+ domestic non-business trips in last 12 months	18	9.3%	73
Spent on domestic vacations in last 12 months: \$1-999	19	9.8%	93
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	10	5.2%	80
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6	3.1%	77
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5	2.6%	60
Spent on domestic vacations in last 12 months: \$3,000+	9	4.7%	65
Domestic travel in last 12 months: used general travel website	13	6.7%	100
Took foreign trip (including Alaska and Hawaii) in last 3 years	43	22.3%	73
Took 3+ foreign trips by plane in last 3 years	4	2.1%	31
Spent on foreign vacations in last 12 months: \$1-999	7	3.6%	67
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	6	3.1%	69
Spent on foreign vacations in last 12 months: \$3,000+	7	3.6%	51
Foreign travel in last 3 years: used general travel website	6	3.1%	49
Nights spent in hotel/motel in last 12 months: any	90	46.6%	100
Took cruise of more than one day in last 3 years	11	5.7%	58
Member of any frequent flyer program	22	11.4%	55
Member of any hotel rewards program	39	20.2%	95

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Retail Marketplace Potential

Rock Ridge Business Park Rock Valley, IA
 Ring: 3 mile radius

Latitude: 43.2008
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Demographic Summary		2021	2026
Population		4,134	4,260
Population 18+		3,000	3,043
Households		1,545	1,596
Median Household Income		\$65,852	\$69,957

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	1,582	52.7%	108
Bought any women's clothing in last 12 months	1,389	46.3%	102
Bought any shoes in last 12 months	1,584	52.8%	99
Bought costume jewelry in last 12 months	426	14.2%	88
Bought any fine jewelry in last 12 months	481	16.0%	87
Bought a watch in last 12 months	373	12.4%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,442	93.3%	108
HH bought/leased new vehicle last 12 months	145	9.4%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,724	90.8%	106
Bought/changed motor oil in last 12 months	1,610	53.7%	118
Had tune-up in last 12 months	626	20.9%	87
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,993	66.4%	94
Drank non-diet (regular) in last 6 months	1,301	43.4%	103
Drank beer/ale in last 6 months	1,156	38.5%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	318	10.6%	132
Own digital SLR camera/camcorder	190	6.3%	80
Printed digital photos in last 12 months	660	22.0%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,015	33.8%	105
Have a smartphone	2,445	81.5%	91
Have a smartphone: Android phone (any brand)	1,285	42.8%	105
Have a smartphone: Apple iPhone	1,099	36.6%	76
Number of cell phones in household: 1	447	28.9%	96
Number of cell phones in household: 2	660	42.7%	112
Number of cell phones in household: 3+	390	25.2%	85
HH has cell phone only (no landline telephone)	874	56.6%	88
Computers (Households)			
HH owns a computer	1,088	70.4%	94
HH owns desktop computer	513	33.2%	95
HH owns laptop/notebook	813	52.6%	89
HH owns any Apple/Mac brand computer	193	12.5%	62
HH owns any PC/non-Apple brand computer	962	62.3%	102
HH purchased most recent computer in a store	565	36.6%	104
HH purchased most recent computer online	202	13.1%	83
HH spent \$1-\$499 on most recent home computer	285	18.4%	129
HH spent \$500-\$999 on most recent home computer	273	17.7%	107
HH spent \$1,000-\$1,499 on most recent home computer	136	8.8%	85
HH spent \$1,500-\$1,999 on most recent home computer	50	3.2%	65
HH spent \$2,000+ on most recent home computer	40	2.6%	59

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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	2,047	68.2%	111
Bought brewed coffee at convenience store in last 30 days	418	13.9%	111
Bought cigarettes at convenience store in last 30 days	365	12.2%	133
Bought gas at convenience store in last 30 days	1,508	50.3%	137
Spent at convenience store in last 30 days: \$1-19	182	6.1%	87
Spent at convenience store in last 30 days: \$20-\$39	240	8.0%	86
Spent at convenience store in last 30 days: \$40-\$50	268	8.9%	110
Spent at convenience store in last 30 days: \$51-\$99	186	6.2%	112
Spent at convenience store in last 30 days: \$100+	925	30.8%	141
Entertainment (Adults)			
Attended a movie in last 6 months	1,470	49.0%	82
Went to live theater in last 12 months	253	8.4%	68
Went to a bar/night club in last 12 months	458	15.3%	86
Dined out in last 12 months	1,545	51.5%	101
Gambled at a casino in last 12 months	414	13.8%	104
Visited a theme park in last 12 months	365	12.2%	66
Viewed movie (video-on-demand) in last 30 days	329	11.0%	73
Viewed TV show (video-on-demand) in last 30 days	212	7.1%	70
Watched any pay-per-view TV in last 12 months	195	6.5%	87
Downloaded a movie over the Internet in last 30 days	169	5.6%	60
Downloaded any individual song in last 6 months	406	13.5%	73
Used internet to watch a movie online in the last 30 days	703	23.4%	72
Used internet to watch a TV program online in last 30 days	446	14.9%	70
Played a video/electronic game (console) in last 12 months	237	7.9%	83
Played a video/electronic game (portable) in last 12 months	132	4.4%	91
Financial (Adults)			
Have home mortgage (1st)	883	29.4%	90
Used ATM/cash machine in last 12 months	1,400	46.7%	87
Own any stock	243	8.1%	98
Own U.S. savings bond	176	5.9%	120
Own shares in mutual fund (stock)	277	9.2%	115
Own shares in mutual fund (bonds)	148	4.9%	95
Have interest checking account	1,032	34.4%	115
Have non-interest checking account	1,058	35.3%	115
Have savings account	1,845	61.5%	103
Have 401K retirement savings plan	541	18.0%	103
Own/used any credit/debit card in last 12 months	2,482	82.7%	100
Avg monthly credit card expenditures: \$1-110	422	14.1%	124
Avg monthly credit card expenditures: \$111-\$225	244	8.1%	111
Avg monthly credit card expenditures: \$226-\$450	221	7.4%	100
Avg monthly credit card expenditures: \$451-\$700	165	5.5%	80
Avg monthly credit card expenditures: \$701-\$1,000	198	6.6%	104
Avg monthly credit card expenditures: \$1001-2000	212	7.1%	89
Avg monthly credit card expenditures: \$2001+	142	4.7%	69
Did banking online in last 12 months	1,132	37.7%	87
Did banking on mobile device in last 12 months	756	25.2%	78
Paid bills online in last 12 months	1,402	46.7%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	1,128	73.0%	107
HH used bread in last 6 months	1,460	94.5%	101
HH used chicken (fresh or frozen) in last 6 months	1,030	66.7%	100
HH used turkey (fresh or frozen) in last 6 months	227	14.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	783	50.7%	92
HH used fresh fruit/vegetables in last 6 months	1,323	85.6%	102
HH used fresh milk in last 6 months	1,355	87.7%	105
HH used organic food in last 6 months	252	16.3%	68
Health (Adults)			
Exercise at home 2+ times per week	848	28.3%	94
Exercise at club 2+ times per week	227	7.6%	53
Visited a doctor in last 12 months	2,423	80.8%	105
Used vitamin/dietary supplement in last 6 months	1,660	55.3%	101
Home (Households)			
HH did any home improvement in last 12 months	479	31.0%	108
HH used any maid/professional cleaning service in last 12 months	151	9.8%	64
HH purchased low ticket HH furnishings in last 12 months	262	17.0%	94
HH purchased big ticket HH furnishings in last 12 months	331	21.4%	93
HH bought any small kitchen appliance in last 12 months	301	19.5%	83
HH bought any large kitchen appliance in last 12 months	198	12.8%	96
Insurance (Adults/Households)			
Currently carry life insurance	1,473	49.1%	111
Carry medical/hospital/accident insurance	2,400	80.0%	107
Carry homeowner/personal property insurance	1,870	62.3%	128
Carry renter's insurance	196	6.5%	71
HH has auto insurance: 1 vehicle in household covered	331	21.4%	74
HH has auto insurance: 2 vehicles in household covered	425	27.5%	99
HH has auto insurance: 3+ vehicles in household covered	582	37.7%	164
Pets (Households)			
Household owns any pet	1,071	69.3%	131
Household owns any cat	627	40.6%	176
Household owns any dog	821	53.1%	132
Psychographics (Adults)			
Buying American is important to me	1,487	49.6%	137
Usually buy items on credit rather than wait	312	10.4%	76
Usually buy based on quality - not price	475	15.8%	84
Price is usually more important than brand name	954	31.8%	109
Usually use coupons for brands I buy often	449	15.0%	96
Am interested in how to help the environment	423	14.1%	67
Usually pay more for environ safe product	388	12.9%	86
Usually value green products over convenience	233	7.8%	67
Likely to buy a brand that supports a charity	1,028	34.3%	97
Reading (Adults)			
Bought digital book in last 12 months	353	11.8%	83
Bought hardcover book in last 12 months	555	18.5%	89
Bought paperback book in last 12 month	796	26.5%	94
Read any daily newspaper (paper version)	510	17.0%	116
Read any digital newspaper in last 30 days	1,090	36.3%	81
Read any magazine (paper/electronic version) in last 6 months	2,624	87.5%	97

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Rock Ridge Business Park Rock Valley, IA
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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	2,156	71.9%	99
Went to family restaurant/steak house: 4+ times a month	719	24.0%	97
Went to fast food/drive-in restaurant in last 6 months	2,745	91.5%	102
Went to fast food/drive-in restaurant 9+ times/month	1,141	38.0%	100
Fast food restaurant last 6 months: eat in	1,131	37.7%	116
Fast food restaurant last 6 months: home delivery	166	5.5%	62
Fast food restaurant last 6 months: take-out/drive-thru	1,524	50.8%	106
Fast food restaurant last 6 months: take-out/walk-in	532	17.7%	86
Television & Electronics (Adults/Households)			
Own any tablet	1,384	46.1%	90
Own any e-reader	238	7.9%	77
Own e-reader/tablet: iPad	661	22.0%	72
HH has Internet connectable TV	581	37.6%	103
Own any portable MP3 player	426	14.2%	98
HH owns 1 TV	275	17.8%	84
HH owns 2 TVs	411	26.6%	100
HH owns 3 TVs	380	24.6%	116
HH owns 4+ TVs	301	19.5%	111
HH subscribes to cable TV	424	27.4%	69
HH subscribes to fiber optic	42	2.7%	47
HH owns portable GPS navigation device	415	26.9%	140
HH purchased video game system in last 12 months	65	4.2%	51
HH owns any Internet video device for TV	434	28.1%	84
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,551	51.7%	97
Took 3+ domestic non-business trips in last 12 months	335	11.2%	88
Spent on domestic vacations in last 12 months: \$1-999	288	9.6%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	177	5.9%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	103	3.4%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	120	4.0%	92
Spent on domestic vacations in last 12 months: \$3,000+	165	5.5%	77
Domestic travel in last 12 months: used general travel website	173	5.8%	86
Took foreign trip (including Alaska and Hawaii) in last 3 years	610	20.3%	66
Took 3+ foreign trips by plane in last 3 years	97	3.2%	48
Spent on foreign vacations in last 12 months: \$1-999	78	2.6%	48
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	91	3.0%	68
Spent on foreign vacations in last 12 months: \$3,000+	126	4.2%	59
Foreign travel in last 3 years: used general travel website	81	2.7%	43
Nights spent in hotel/motel in last 12 months: any	1,341	44.7%	96
Took cruise of more than one day in last 3 years	190	6.3%	65
Member of any frequent flyer program	367	12.2%	59
Member of any hotel rewards program	580	19.3%	91

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Retail Marketplace Potential

Rock Ridge Business Park Rock Valley, IA
 Ring: 5 mile radius

Latitude: 43.2008
 Longitude: -96.2631

Demographic Summary		2021	2026
Population		4,966	5,124
Population 18+		3,581	3,646
Households		1,798	1,860
Median Household Income		\$67,376	\$71,758

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	1,900	53.1%	108
Bought any women's clothing in last 12 months	1,681	46.9%	104
Bought any shoes in last 12 months	1,924	53.7%	101
Bought costume jewelry in last 12 months	512	14.3%	89
Bought any fine jewelry in last 12 months	563	15.7%	86
Bought a watch in last 12 months	446	12.5%	86
Automobiles (Households)			
HH owns/leases any vehicle	1,683	93.6%	108
HH bought/leased new vehicle last 12 months	168	9.3%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,253	90.8%	106
Bought/changed motor oil in last 12 months	1,943	54.3%	120
Had tune-up in last 12 months	753	21.0%	87
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,363	66.0%	93
Drank non-diet (regular) in last 6 months	1,544	43.1%	102
Drank beer/ale in last 6 months	1,381	38.6%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	392	10.9%	136
Own digital SLR camera/camcorder	230	6.4%	81
Printed digital photos in last 12 months	808	22.6%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,206	33.7%	104
Have a smartphone	2,876	80.3%	90
Have a smartphone: Android phone (any brand)	1,494	41.7%	103
Have a smartphone: Apple iPhone	1,313	36.7%	76
Number of cell phones in household: 1	526	29.3%	97
Number of cell phones in household: 2	774	43.0%	113
Number of cell phones in household: 3+	444	24.7%	83
HH has cell phone only (no landline telephone)	1,002	55.7%	86
Computers (Households)			
HH owns a computer	1,271	70.7%	95
HH owns desktop computer	608	33.8%	97
HH owns laptop/notebook	944	52.5%	89
HH owns any Apple/Mac brand computer	228	12.7%	63
HH owns any PC/non-Apple brand computer	1,125	62.6%	103
HH purchased most recent computer in a store	666	37.0%	106
HH purchased most recent computer online	234	13.0%	83
HH spent \$1-\$499 on most recent home computer	332	18.5%	129
HH spent \$500-\$999 on most recent home computer	320	17.8%	107
HH spent \$1,000-\$1,499 on most recent home computer	163	9.1%	88
HH spent \$1,500-\$1,999 on most recent home computer	55	3.1%	62
HH spent \$2,000+ on most recent home computer	48	2.7%	61

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Retail Marketplace Potential

Rock Ridge Business Park Rock Valley, IA
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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	2,463	68.8%	112
Bought brewed coffee at convenience store in last 30 days	500	14.0%	111
Bought cigarettes at convenience store in last 30 days	435	12.1%	133
Bought gas at convenience store in last 30 days	1,830	51.1%	139
Spent at convenience store in last 30 days: \$1-19	215	6.0%	86
Spent at convenience store in last 30 days: \$20-\$39	283	7.9%	85
Spent at convenience store in last 30 days: \$40-\$50	321	9.0%	111
Spent at convenience store in last 30 days: \$51-\$99	224	6.3%	113
Spent at convenience store in last 30 days: \$100+	1,123	31.4%	143
Entertainment (Adults)			
Attended a movie in last 6 months	1,762	49.2%	83
Went to live theater in last 12 months	306	8.5%	69
Went to a bar/night club in last 12 months	544	15.2%	86
Dined out in last 12 months	1,870	52.2%	103
Gambled at a casino in last 12 months	495	13.8%	104
Visited a theme park in last 12 months	409	11.4%	62
Viewed movie (video-on-demand) in last 30 days	387	10.8%	72
Viewed TV show (video-on-demand) in last 30 days	241	6.7%	66
Watched any pay-per-view TV in last 12 months	231	6.5%	87
Downloaded a movie over the Internet in last 30 days	197	5.5%	59
Downloaded any individual song in last 6 months	483	13.5%	73
Used internet to watch a movie online in the last 30 days	825	23.0%	71
Used internet to watch a TV program online in last 30 days	536	15.0%	71
Played a video/electronic game (console) in last 12 months	275	7.7%	81
Played a video/electronic game (portable) in last 12 months	163	4.6%	94
Financial (Adults)			
Have home mortgage (1st)	1,054	29.4%	90
Used ATM/cash machine in last 12 months	1,657	46.3%	86
Own any stock	304	8.5%	102
Own U.S. savings bond	210	5.9%	120
Own shares in mutual fund (stock)	357	10.0%	124
Own shares in mutual fund (bonds)	194	5.4%	104
Have interest checking account	1,255	35.0%	117
Have non-interest checking account	1,302	36.4%	118
Have savings account	2,220	62.0%	104
Have 401K retirement savings plan	651	18.2%	104
Own/used any credit/debit card in last 12 months	2,979	83.2%	101
Avg monthly credit card expenditures: \$1-110	515	14.4%	127
Avg monthly credit card expenditures: \$111-\$225	300	8.4%	115
Avg monthly credit card expenditures: \$226-\$450	261	7.3%	99
Avg monthly credit card expenditures: \$451-\$700	203	5.7%	83
Avg monthly credit card expenditures: \$701-\$1,000	245	6.8%	108
Avg monthly credit card expenditures: \$1001-2000	256	7.1%	90
Avg monthly credit card expenditures: \$2001+	172	4.8%	70
Did banking online in last 12 months	1,353	37.8%	88
Did banking on mobile device in last 12 months	899	25.1%	78
Paid bills online in last 12 months	1,671	46.7%	85

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	1,306	72.6%	107
HH used bread in last 6 months	1,698	94.4%	101
HH used chicken (fresh or frozen) in last 6 months	1,202	66.9%	101
HH used turkey (fresh or frozen) in last 6 months	264	14.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	906	50.4%	92
HH used fresh fruit/vegetables in last 6 months	1,546	86.0%	102
HH used fresh milk in last 6 months	1,578	87.8%	106
HH used organic food in last 6 months	287	16.0%	66
Health (Adults)			
Exercise at home 2+ times per week	1,022	28.5%	95
Exercise at club 2+ times per week	266	7.4%	52
Visited a doctor in last 12 months	2,915	81.4%	106
Used vitamin/dietary supplement in last 6 months	1,998	55.8%	102
Home (Households)			
HH did any home improvement in last 12 months	550	30.6%	107
HH used any maid/professional cleaning service in last 12 months	177	9.8%	64
HH purchased low ticket HH furnishings in last 12 months	299	16.6%	92
HH purchased big ticket HH furnishings in last 12 months	386	21.5%	93
HH bought any small kitchen appliance in last 12 months	347	19.3%	82
HH bought any large kitchen appliance in last 12 months	226	12.6%	94
Insurance (Adults/Households)			
Currently carry life insurance	1,763	49.2%	111
Carry medical/hospital/accident insurance	2,881	80.5%	107
Carry homeowner/personal property insurance	2,273	63.5%	130
Carry renter's insurance	228	6.4%	69
HH has auto insurance: 1 vehicle in household covered	371	20.6%	71
HH has auto insurance: 2 vehicles in household covered	489	27.2%	98
HH has auto insurance: 3+ vehicles in household covered	707	39.3%	172
Pets (Households)			
Household owns any pet	1,264	70.3%	133
Household owns any cat	750	41.7%	181
Household owns any dog	966	53.7%	133
Psychographics (Adults)			
Buying American is important to me	1,817	50.7%	140
Usually buy items on credit rather than wait	365	10.2%	75
Usually buy based on quality - not price	565	15.8%	84
Price is usually more important than brand name	1,150	32.1%	110
Usually use coupons for brands I buy often	530	14.8%	95
Am interested in how to help the environment	504	14.1%	67
Usually pay more for environ safe product	470	13.1%	87
Usually value green products over convenience	278	7.8%	67
Likely to buy a brand that supports a charity	1,228	34.3%	97
Reading (Adults)			
Bought digital book in last 12 months	436	12.2%	85
Bought hardcover book in last 12 months	683	19.1%	92
Bought paperback book in last 12 month	962	26.9%	95
Read any daily newspaper (paper version)	628	17.5%	119
Read any digital newspaper in last 30 days	1,307	36.5%	82
Read any magazine (paper/electronic version) in last 6 months	3,140	87.7%	97

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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	2,573	71.9%	99
Went to family restaurant/steak house: 4+ times a month	847	23.7%	96
Went to fast food/drive-in restaurant in last 6 months	3,284	91.7%	102
Went to fast food/drive-in restaurant 9+ times/month	1,343	37.5%	98
Fast food restaurant last 6 months: eat in	1,388	38.8%	119
Fast food restaurant last 6 months: home delivery	200	5.6%	63
Fast food restaurant last 6 months: take-out/drive-thru	1,816	50.7%	106
Fast food restaurant last 6 months: take-out/walk-in	633	17.7%	86
Television & Electronics (Adults/Households)			
Own any tablet	1,676	46.8%	91
Own any e-reader	283	7.9%	77
Own e-reader/tablet: iPad	807	22.5%	73
HH has Internet connectable TV	685	38.1%	104
Own any portable MP3 player	503	14.0%	97
HH owns 1 TV	315	17.5%	83
HH owns 2 TVs	479	26.6%	100
HH owns 3 TVs	452	25.1%	119
HH owns 4+ TVs	348	19.4%	110
HH subscribes to cable TV	469	26.1%	66
HH subscribes to fiber optic	51	2.8%	49
HH owns portable GPS navigation device	486	27.0%	140
HH purchased video game system in last 12 months	75	4.2%	51
HH owns any Internet video device for TV	499	27.8%	83
Travel (Adults)			
Took domestic trip in continental US last 12 months	1,873	52.3%	98
Took 3+ domestic non-business trips in last 12 months	390	10.9%	86
Spent on domestic vacations in last 12 months: \$1-999	345	9.6%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	209	5.8%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	121	3.4%	84
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	134	3.7%	86
Spent on domestic vacations in last 12 months: \$3,000+	195	5.4%	76
Domestic travel in last 12 months: used general travel website	216	6.0%	90
Took foreign trip (including Alaska and Hawaii) in last 3 years	748	20.9%	68
Took 3+ foreign trips by plane in last 3 years	109	3.0%	46
Spent on foreign vacations in last 12 months: \$1-999	103	2.9%	53
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	108	3.0%	67
Spent on foreign vacations in last 12 months: \$3,000+	148	4.1%	58
Foreign travel in last 3 years: used general travel website	99	2.8%	44
Nights spent in hotel/motel in last 12 months: any	1,622	45.3%	97
Took cruise of more than one day in last 3 years	224	6.3%	64
Member of any frequent flyer program	438	12.2%	59
Member of any hotel rewards program	705	19.7%	92

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