



Retail Marketplace Potential

Le Mars city, IA (1944400)

Le Mars city, IA (1944400)

Geography: Place

Demographic Summary		2022	2027
Population		10,712	10,892
Population 18+		8,257	8,341
Households		4,361	4,439
Median Household Income		\$71,525	\$77,689

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	4,752	57.6%	105
Bought any women's clothing in last 12 months	4,084	49.5%	102
Bought any shoes in last 12 months	5,810	70.4%	97
Bought any fine jewelry in last 12 months	1,391	16.8%	88
Bought a watch in last 12 months	1,027	12.4%	87
Automobiles (Households)			
HH owns/leases any vehicle	4,136	94.8%	106
HH bought/leased new vehicle last 12 months	416	9.5%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,657	92.7%	105
Bought/changed motor oil in last 12 months	4,595	55.6%	117
Had tune-up in last 12 months	1,914	23.2%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	3,386	41.0%	104
Drank beer/ale in last 6 months	3,138	38.0%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	935	11.3%	116
Own digital SLR camera/camcorder	702	8.5%	87
Printed digital photos in last 12 months	2,167	26.2%	104
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,575	31.2%	95
Have a smartphone	7,258	87.9%	96
Have a smartphone: Android phone (any brand)	3,734	45.2%	114
Have a smartphone: Apple iPhone	3,558	43.1%	82
Number of cell phones in household: 1	1,243	28.5%	93
Number of cell phones in household: 2	1,917	44.0%	114
Number of cell phones in household: 3+	1,126	25.8%	89
HH has cell phone only (no landline telephone)	2,865	65.7%	98
Computers (Households)			
HH owns a computer	3,427	78.6%	97
HH owns desktop computer	1,685	38.6%	102
HH owns laptop/notebook	2,679	61.4%	94
HH owns any Apple/Mac brand computer	662	15.2%	68
HH owns any PC/non-Apple brand computer	3,009	69.0%	104
HH purchased most recent computer in a store	1,689	38.7%	105
HH purchased most recent computer online	875	20.1%	89
HH spent \$1-\$499 on most recent home computer	850	19.5%	126
HH spent \$500-\$999 on most recent home computer	847	19.4%	102
HH spent \$1,000-\$1,499 on most recent home computer	457	10.5%	87
HH spent \$1,500-\$1,999 on most recent home computer	185	4.2%	81
HH spent \$2,000+ on most recent home computer	140	3.2%	68

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 2022 and 2027.



Retail Marketplace Potential

Le Mars city, IA (1944400)
 Le Mars city, IA (1944400)
 Geography: Place

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	5,883	71.2%	114
Bought brewed coffee at convenience store in last 30 days	1,067	12.9%	104
Bought cigarettes at convenience store in last 30 days	799	9.7%	135
Bought gas at convenience store in last 30 days	4,096	49.6%	132
Spent at convenience store in last 30 days: \$1-19	542	6.6%	86
Spent at convenience store in last 30 days: \$20-\$39	917	11.1%	108
Spent at convenience store in last 30 days: \$40-\$50	812	9.8%	115
Spent at convenience store in last 30 days: \$51-\$99	553	6.7%	111
Spent at convenience store in last 30 days: \$100+	2,239	27.1%	133
Entertainment (Adults)			
Attended a movie in last 6 months	3,470	42.0%	88
Went to live theater in last 12 months	709	8.6%	85
Went to a bar/night club in last 12 months	1,244	15.1%	89
Dined out in last 12 months	4,243	51.4%	101
Gambled at a casino in last 12 months	861	10.4%	91
Visited a theme park in last 12 months	897	10.9%	76
Viewed movie (video-on-demand) in last 30 days	823	10.0%	77
Viewed TV show (video-on-demand) in last 30 days	528	6.4%	76
Watched any pay-per-view TV in last 12 months	401	4.9%	76
Downloaded a movie over the Internet in last 30 days	385	4.7%	61
Downloaded any individual song in last 6 months	1,250	15.1%	77
Used internet to watch a movie online in the last 30 days	2,176	26.4%	77
Used internet to watch a TV program online in last 30 days	1,403	17.0%	77
Played a video/electronic game (console) in last 12 months	863	10.5%	89
Played a video/electronic game (portable) in last 12 months	482	5.8%	98
Financial (Adults)			
Have home mortgage (1st)	2,826	34.2%	95
Used ATM/cash machine in last 12 months	4,454	53.9%	90
Own any stock	827	10.0%	83
Own U.S. savings bond	555	6.7%	109
Own shares in mutual fund (stock)	907	11.0%	99
Own shares in mutual fund (bonds)	595	7.2%	102
Have interest checking account	3,045	36.9%	104
Have non-interest checking account	3,079	37.3%	105
Have savings account	5,619	68.1%	99
Have 401K retirement savings plan	1,798	21.8%	100
Own/used any credit/debit card in last 12 months	7,277	88.1%	99
Avg monthly credit card expenditures: \$1-110	1,026	12.4%	104
Avg monthly credit card expenditures: \$111-\$225	640	7.8%	98
Avg monthly credit card expenditures: \$226-\$450	750	9.1%	103
Avg monthly credit card expenditures: \$451-\$700	597	7.2%	90
Avg monthly credit card expenditures: \$701-\$1,000	651	7.9%	105
Avg monthly credit card expenditures: \$1001-2000	850	10.3%	103
Avg monthly credit card expenditures: \$2001+	506	6.1%	69
Did banking online in last 12 months	4,047	49.0%	92
Did banking on mobile device in last 12 months	2,985	36.2%	86

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 2022 and 2027.



Retail Marketplace Potential

Le Mars city, IA (1944400)

Le Mars city, IA (1944400)

Geography: Place

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	4,167	95.6%	101
HH used chicken (fresh or frozen) in last 6 months	3,099	71.1%	104
HH used turkey (fresh or frozen) in last 6 months	704	16.1%	111
HH used fish/seafood (fresh or frozen) in last 6 months	2,373	54.4%	93
HH used fresh fruit/vegetables in last 6 months	3,811	87.4%	100
HH used fresh milk in last 6 months	3,786	86.8%	105
HH used organic food in last 6 months	798	18.3%	73
Health (Adults)			
Exercise at home 2+ times per week	2,962	35.9%	88
Exercise at club 2+ times per week	728	8.8%	64
Visited a doctor in last 12 months	6,610	80.1%	101
Used vitamin/dietary supplement in last 6 months	4,872	59.0%	97
Home (Households)			
HH did any home improvement in last 12 months	1,623	37.2%	109
HH used any maid/professional cleaning service in last 12 months	690	15.8%	77
HH purchased low ticket HH furnishings in last 12 months	949	21.8%	101
HH purchased big ticket HH furnishings in last 12 months	1,151	26.4%	101
HH bought any small kitchen appliance in last 12 months	1,054	24.2%	95
HH bought any large kitchen appliance in last 12 months	681	15.6%	100
Insurance (Adults/Households)			
Currently carry life insurance	4,342	52.6%	109
Carry medical/hospital/accident insurance	6,849	82.9%	102
Carry homeowner/personal property insurance	5,482	66.4%	117
Carry renter's insurance	525	6.4%	60
HH has auto insurance: 1 vehicle in household covered	979	22.4%	76
HH has auto insurance: 2 vehicles in household covered	1,389	31.9%	103
HH has auto insurance: 3+ vehicles in household covered	1,533	35.2%	141
Pets (Households)			
Household owns any pet	2,838	65.1%	124
Household owns any cat	1,520	34.9%	152
Household owns any dog	2,211	50.7%	128
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	3,825	46.3%	131
Buy based on quality not price	1,249	15.1%	88
Buy on credit rather than wait	943	11.4%	86
Only use coupons brands: usually buy	1,145	13.9%	102
Will pay more for environmentally safe products	858	10.4%	76
Buy based on price not brands	2,595	31.4%	109
Am interested in how to help the environment	1,260	15.3%	75
Reading (Adults)			
Bought digital book in last 12 months	1,223	14.8%	85
Bought hardcover book in last 12 months	1,807	21.9%	90
Bought paperback book in last 12 month	2,479	30.0%	96
Read any daily newspaper (paper version)	1,186	14.4%	93
Read any digital newspaper in last 30 days	3,297	39.9%	80
Read any magazine (paper/electronic version) in last 6 months	7,026	85.1%	96

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 2022 and 2027.



Retail Marketplace Potential

Le Mars city, IA (1944400)

Le Mars city, IA (1944400)

Geography: Place

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	5,704	69.1%	103
Went to family restaurant/steak house: 4+ times a month	1,749	21.2%	102
Went to fast food/drive-in restaurant in last 6 months	7,532	91.2%	101
Went to fast food/drive-in restaurant 9+ times/month	3,087	37.4%	99
Fast food restaurant last 6 months: eat in	2,163	26.2%	115
Fast food restaurant last 6 months: home delivery	618	7.5%	64
Fast food restaurant last 6 months: take-out/drive-thru	5,076	61.5%	110
Fast food restaurant last 6 months: take-out/walk-in	1,412	17.1%	80
Television & Electronics (Adults/Households)			
Own any tablet	4,302	52.1%	93
Own any e-reader	831	10.1%	82
Own e-reader/tablet: iPad	2,302	27.9%	80
HH has Internet connectable TV	1,941	44.5%	104
Own any portable MP3 player	1,077	13.0%	95
HH owns 1 TV	668	15.3%	78
HH owns 2 TVs	1,246	28.6%	104
HH owns 3 TVs	1,106	25.4%	115
HH owns 4+ TVs	945	21.7%	104
HH subscribes to cable TV	1,277	29.3%	79
HH subscribes to fiber optic	123	2.8%	52
HH owns portable GPS navigation device	1,122	25.7%	125
HH purchased video game system in last 12 months	210	4.8%	62
HH owns any Internet video device for TV	1,840	42.2%	93
Travel (Adults)			
Took domestic trip in continental US last 12 months	4,184	50.7%	95
Took 3+ domestic non-business trips in last 12 months	908	11.0%	87
Spent on domestic vacations in last 12 months: \$1-999	982	11.9%	95
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	448	5.4%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	293	3.5%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	308	3.7%	99
Spent on domestic vacations in last 12 months: \$3,000+	465	5.6%	88
Domestic travel in last 12 months: used general travel website	436	5.3%	89
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,795	21.7%	65
Took 3+ foreign trips by plane in last 3 years	309	3.7%	47
Spent on foreign vacations in last 12 months: \$1-999	358	4.3%	60
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	207	2.5%	65
Spent on foreign vacations in last 12 months: \$3,000+	318	3.9%	64
Foreign travel in last 3 years: used general travel website	269	3.3%	50
Nights spent in hotel/motel in last 12 months: any	3,544	42.9%	95
Took cruise of more than one day in last 3 years	630	7.6%	71
Member of any frequent flyer program	1,269	15.4%	62
Member of any hotel rewards program	2,027	24.5%	95

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 2022 and 2027.