ESRI MARKETPLACE PROFILE

HARGRAVE

- Population: 6,525
- Median Disposable Income: $39,057
- Households: 3,070
- Per Capita Income: $29,402

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 90.2% OF HOUSEHOLDS WITHIN 1 MILE

50.6%
COLLEGE TOWNS

Most residents aged between 18 and 34 years old and live in single -person or shared households. One-fourth of households are occupied by married-couples. Focused on their education, 59% are enrolled in college or graduate school. Many students work part-time, with a median household income of $31,271. Most work in the service industry, holding on-and off-campus jobs in educational services, health care, and food preparation. 30% of housing is owner-occupied, typically by town residents. Convenience and speed dictates food choices; they often buy ready-made meals, eat out, or order fast food. Cell phones and the Internet is essential for school and career, as well as keeping in touch. Rank high for participation in outdoor sports and athletic activities.

39.6%
ENTERPRISING PROFESSIONALS

Young, educated, single, married, working professionals, this group has a median age of 32.8 years. Most of the residents are white, 12.4% are Asian. Median household income is $63,837. Approximately half of the population aged 25 or older hold a bachelor's or graduate degree. Working professionals are employed in various jobs, especially management, finance, computer, sales, and office/administrative support. They prefer to own instead of rent in newer neighborhoods of townhouses or apartments. They are young and mobile, using cell phones and email to stay in touch. They love to travel abroad and in the United States often. They play video games, visit theme parks, jog, and swim.

ESRI MARKETPLACE PROFILE

HARGRAVE

MARKET POTENTIAL ANALYSIS (0-1 MILE)*

Market Potential Index (MPI) measures relative likelihood of the adults in a specified trade area to exhibit certain consumer behavior or purchasing patterns.

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Bought cell/mobile phone/PDA (last 12 months)	18%
Spent <$500 on most recent home PC purchase	65%
Spent $1500 –$1999 on most recent home PC purchase	27%
Spent $40+ at a convenience store (last 30 days)	14%
Went to a bar/night club (last 12 months)	50%
Rented 2 DVDs (last 30 days)	23%
Purchased a DVD (last 30 days)	28%
Heavy magazine reader	24%
Purchased cooking/serving product (last 12 months)	27%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Carry renter insurance	36%
Went to fast food restaurants 14+ times per month	20%
Fast food home delivery (last 6 months)	22%
HH owns 1 TV	49%
HH purchased MP3 player (last 12 months)	31%
Spent $3000+ on foreign vacations (last 12 months)	14%

RETAIL OPPORTUNITIES (0-1 MILE)*

RETAIL GAP: Represents the difference between Retail Potential and Retail Sales.

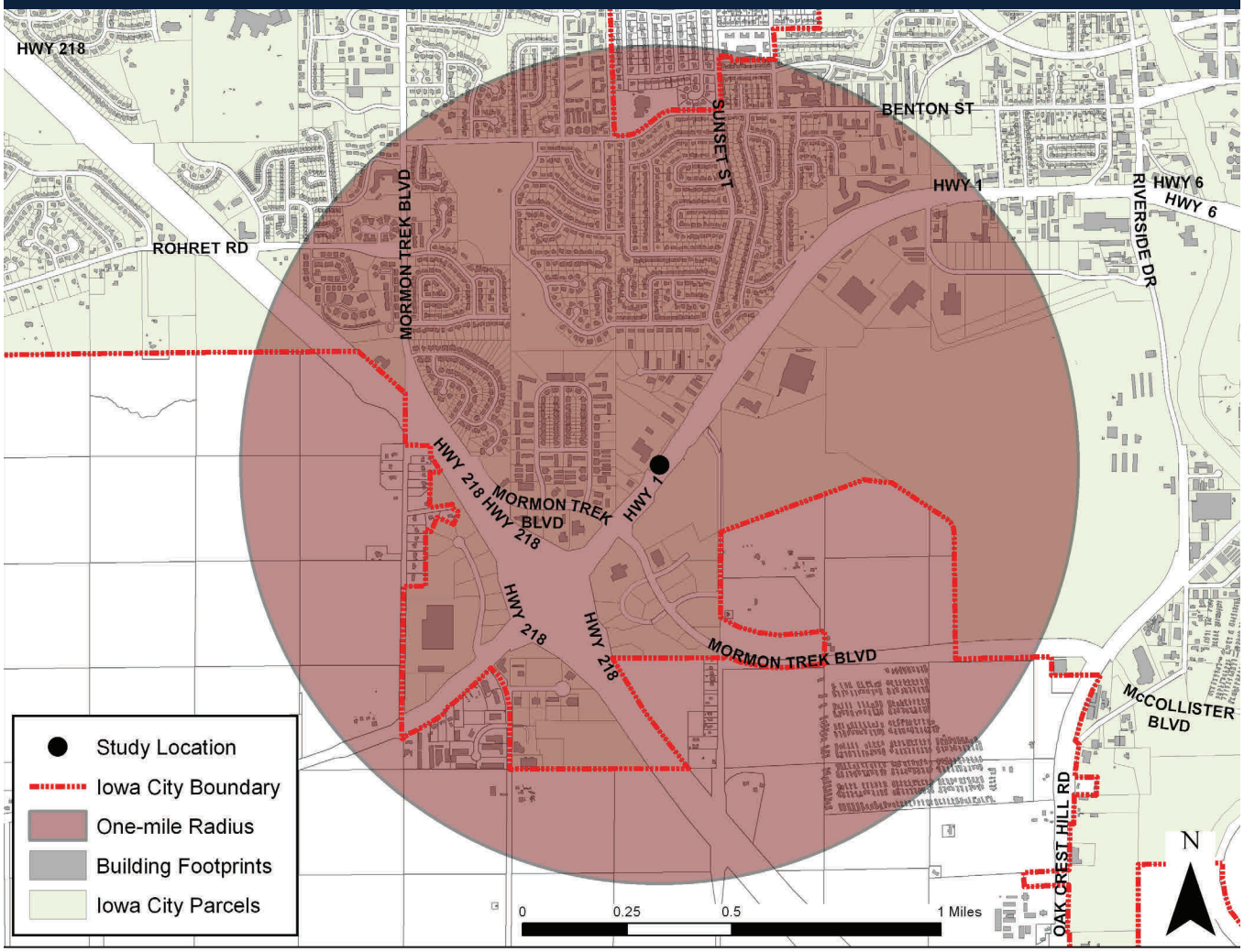
LEAKAGE FACTOR: A positive value represents a "leakage" of retail opportunity outside the trade area. A negative value represents a surplus of retail sales. +100 (total leakage) to -100 (total surplus)

INDUSTRY GROUPS	RETAIL GAP	LEAKAGE FACTOR
Food & Beverage Stores	$9,248,854	65.7
Clothing & Clothing Accessories Stores	$2,826,333	99.4
Food Services & Drinking Places	$5,335,341	31.2
Furniture & Home Furnishing Stores	$1,125,202	51.6
Sporting Goods, Hobby, Book & Music Stores	$859,690	40.4
Miscellaneous Store Retailers	$715,506	45.1
Health and Personal Care Stores	$1,909,085	59.6

* FULL ESRI ANALYSIS available upon request, including 3 and 5-mile radius reports.

CITY OF IOWA CITY

ESRI MARKETPLACE PROFILE

HARGRAVE

1-MILE RADIUS STREET MAP