

ESRI MARKETPLACE PROFILE



IOWA CITY MARKETPLACE

- Population: 14,341
- Median Disposable Income: \$40,245
- Households: 6,378
- Per Capita Income: \$25,595

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE* REPRESENTING 80.4% OF HOUSEHOLDS WITHIN 1 MILE

40.7% ASPIRING YOUNG FAMILIES

Most are young, startup families, married couples with or without children and single parents. Approximately two-thirds are families. Median age is 31.1; nearly 20% are in their 20s.

Typical of younger populations, residents are more ethnically diverse than the total US population. Median household income is \$46,275. 60% employed in professional, management, sales or office/administrative support positions. 51% rent, 47% own their own homes. Spend most of their discretionary income for baby and children's products, toys, home furnishings, cameras and video game systems. Residents likely to go to a theme park while on vacation. Eat at family restaurants.

39.7% METROPOLITANS

Prefer living in older city neighborhoods, median age 37, and diversity is low, most of the population is white. Half employed in professional or managerial positions. More than 75% of those over 25 attended college or completed a degree program. Median household income is \$53,486. Due to older homes, many contract for lawn maintenance and professional housekeeping services. Own shares in investment funds and hold large life insurance policies. Residents pursue an active, urban lifestyle and travel frequently. Active members of their community and prefer to own and use a laptop computer, preferably an Apple. Go online daily to download music, buy books, airline tickets and clothes.

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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/PDA (last 12 months)	16%
Average monthly cell/mobile/PDA Bill \$100+	17%
Spent <\$500 on most recent home PC	20%
Spent \$1,500-\$1,999 on most recent home PC	18%
Bought cigarettes at a convenience store (last 30 days)	19%
Went to live theatre (last 12 months)	24%
Went to a bar/nightclub (last 12 months)	30%
Rented 1 DVD (last 30 days)	28%
Rented 2 DVDs (last 30 days)	22%
Rented 5+ DVDs (last 30 days)	20%
Purchased 2 DVDs (last 30 days)	35%
Purchased 3 –4 DVDs (last 30 days)	19%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Used ATM (last 21 months)	16%
Have a savings account	15%
Did online banking (last 21 months)	29%
Exercised at a club 2+ times per week	16%
Carry renter insurance	41%
Fast food home delivery (last 6 months)	17%
Owns 1 TV	17%
Purchased MP3 player (last 12 months)	19%
Spent <\$1000 on domestic vacations (last 21 months)	22%
Spent \$1000 -\$2999 on foreign vacations (last 12 months)	24%

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
Motor Vehicle/Parts Dealers	\$24,476,663	79.1
Electronics & Appliance Stores	\$2,008,676	46.2
Building Materials, Garden Equip. & Supply Dealers	\$1,510,942	22.3
Food & Beverage Stores	\$6,255,512	16.4
Gasoline Stations	\$1,105,380	2.3
Clothing & Clothing Accessories Stores	\$2,802,296	36.1
Sporting Goods, Hobby, Book & Music Stores	\$1,171,278	26.3
Food Services & Drinking Places	\$6,459,020	18.2

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



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1-MILE RADIUS STREET MAP

