ESRI MARKETPLACE PROFILE



NORTH DODGE HY-VEE

- Population: 7,039
- Median Disposable Income: $39,791
- Households: 2,595
- Per Capita Income: $30,950

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 84.8% OF HOUSEHOLDS WITHIN 1 MILE

48.5% 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, who live with their families in single-family dwellings. 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.

36.3% IN STYLE

Residents are a median age of 40.5 years, professional couples dominate. Fifty-four percent are married couples, two-thirds of which do not have children. They have a median household income of $65,387 and 47% also receive some form of investment income. Forty-six percent of employed residents have professional or management positions, with above average concentrations in finance, insurance, health care, technical services, and education industry sectors. They live in affluent, suburban neighborhoods and 69% are home owners. They go online to manage finances and make purchases. They are forward-thinkers, using a financial planner and invest their money. They exercise and diet to control their weight. They attend live music performances and enjoy vacations with outdoor activities.

IN STYLE

Forward-thinking, they use financial planners and invest their money.



CITY OF IOWA CITY

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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
Drank beer/ale (last 6 months)	14%
Average monthly cell phone bill $1 - 49	22%
Spent <$500 on most recent home PC purchase	78%
Spent $40+ at a convenience store (last 30 days)	14%
Average monthly credit card expenditures <$111	14%
Went to a bar/nightclub (last 12 months)	51%
Rented 2 DVDs (last 30 days)	40%
Purchased 1 DVD (last 30 days)	34%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Exercise at home 2+ times/week	17%
Purchased cooking/serving product (last 12 months)	19%
Carry renter insurance	20%
Heavy magazine reader	18%
Went to a fast food restaurant 14+ times/month	19%
Owns 1 TV	48%
Purchased MP3 player (last 12 months)	34%

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	$14,130,154	99.5
Furniture & Home Furnishing Stores	$1,683,938	100.0
Bldg Materials, Garden Equip. & Supply Stores	$1,638,615	50.9
Clothing & Clothing Accessories Stores	$2,662,485	96.1
General Merchandise Stores	$9,630,314	100
Food Services & Drinking Places	$6,274,143	41.7
Sporting Goods, Hobby, Book & Music Stores	$1,448,358	97
Electronics & Appliance Stores	$1,595,243	92.4

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

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1-MILE RADIUS STREET MAP

