

ESRI MARKETPLACE PROFILE



OLDE TOWNE VILLAGE

- Population: 5,186
- Median Disposable Income: \$54,871
- Households: 2,073
- Per Capita Income: \$35,317

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 86.1% OF HOUSEHOLDS WITHIN 1 MILE

45.2%

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.

25.7%

EXURBANITES

Prefer an affluent lifestyle in open spaces beyond the urban fringe. Forty percent are empty nesters, another 32% are married couples with children still living at home.

Median age is 46.2 years, making them directly in between paying for their children's college expenses and caring for elderly parents. There is little ethnic diversity; most residents are white. Forty percent of the population aged 25 years and older hold a bachelor's or graduate degree. The median household income is \$82,074. Nearly 80% of households own at least two vehicles. Because of their lifestyle, Exurbanites focus on financial security. They have IRAs, shares in money market funds, mutual funds, tax exempt funds, and own common stock. They work on minor home improvements and own many tools. They are physically fit and serve on committees of local organizations.

METROPOLITANS

Residents pursue an active, urban lifestyle and travel frequently.



15.2%

PROSPEROUS EMPTY NESTERS

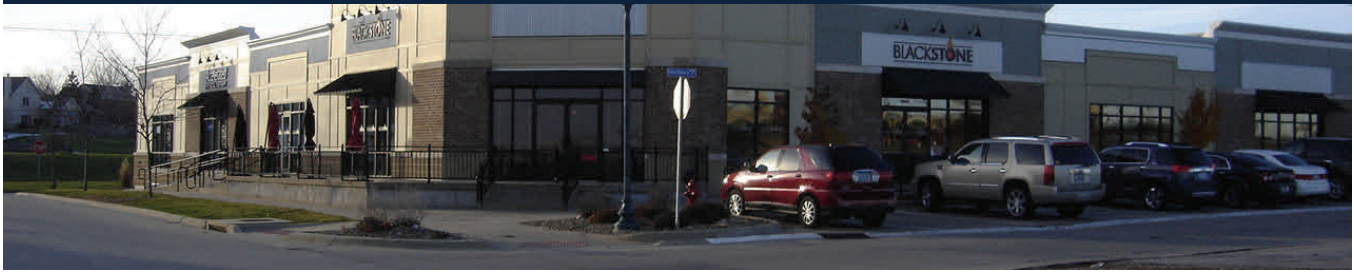
Majority aged 55 years or older. 40% are married couples with no children living at home. Median age is 47.6 years. Population increasing; expected to accelerate as the Baby Boomers mature. Approximately 90% are

white. Invest prudently in future and have a median income of \$63,682. Nearly 70% attended college. Many still working have professional and management careers, especially in education and health care industry sectors. Value health and financial well-being. Exercise regularly, take vitamins and attend sports events. Order by phone from catalogs and use coupons. Pride in home and community and as a result, home remodeling, improvements, and lawn care are priorities. Travel extensively in the U.S. and abroad.



CITY OF IOWA CITY

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OLDE TOWNE VILLAGE

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 or leased a new vehicle (last 12 months)	20%
Spent \$1500- \$1999 on most recent PC purchase	25%
Spent \$2000+ on most recent PC purchase	24%
Spend less than \$20 at a convenience store	22%
Went to live theatre (last 12 months)	48%
Went to a bar or nightclub (last 12 months)	33%
Dined out (last 12 months)	25%
Rented 2 DVDs (last 30 days)	33%
Have home mortgage	42%
Own stock	55%
Owns mutual funds (stocks and bonds)	64%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Used full service brokerage firm (last 12 months)	60%
Online banking (last 12 months)	33%
Average monthly credit card expenditures \$700+	47%
Exercise at a club 2+ times per week	37%
Any home improvement (last 12 months)	27%
Used housekeeper/maid or cleaning service (last 12 months)	22%
Purchased any household furnishing (last 12 months)	19%
Bought book (last 12 months)	20%
Read any daily newspaper	21%
Spent \$1200 - 2999 on domestic vacation	56%
Took 3+ domestic vacations (last 12 months)	43%
Foreign travel (last 3 years)	36%

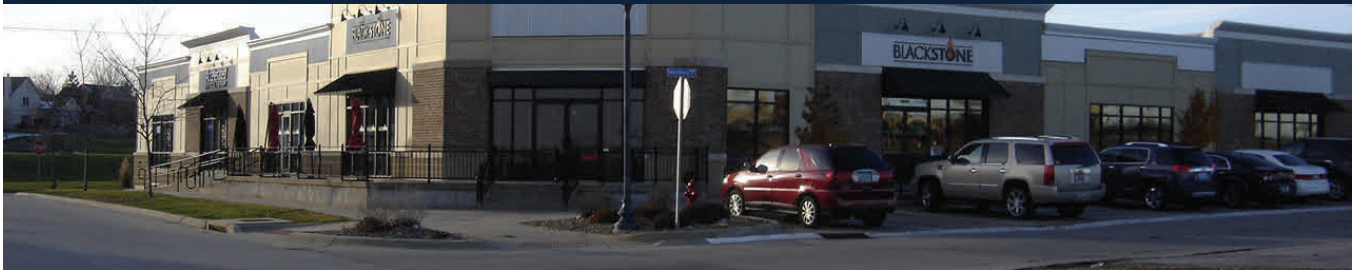
RETAIL OPPORTUNITIES (0-1 MILE)*

INDUSTRY GROUPS	RETAIL GAP	LEAKAGE FACTOR
Motor Vehicle/Parts Dealers	\$13,492,506	98.9
Food & Beverage Stores	\$4,941,114	30.9
Building Materials, Garden Equipment & Supply Stores	\$2,361,223	97.7
General Merchandise Stores	\$9,189,923	100
Food Service & Drinking Places	\$8,343,184	71.4
Gasoline Stations	\$4,951,921	27.9
Clothing & Clothing Accessories Stores	\$2,539,537	100

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



ESRI MARKETPLACE PROFILE



OLD TOWNE VILLAGE

1-MILE RADIUS STREET MAP

