ESRI MARKETPLACE PROFILE



RIVERSIDE

- Population: 19,113
- Median Disposable Income: $20,837
- Households: 7.213
- Per Capita Income: $16,705

Data from October 2012

ESRI TAPESTRY SEGMENTATION AREA PROFILE*

REPRESENTING 93.6% OF HOUSEHOLDS WITHIN 1 MILE

51.3%

DORMS TO DIPLOMAS

Median age of 21.9 years, 79 percent of residents are enrolled in a college or university. Ethnic diversity is slightly lower in this segment than in the United States. Three-fourths of the employed residents work part-time in low-paying service jobs. Forty-three percent live in dormitories on campus; the remainder rent apartments in multi-unit buildings off campus. Spending patterns reflect a carefree lifestyle and focus on education. While not eating at the dining hall, they eat fast food or convenient frozen meals. A computer is a necessity; they prefer laptops and use the Internet for daily needs, including communication. Most own cell phones and bank online. Get exercise from college sports and walking around campus, enjoy playing football, basketball, volleyball, and yoga.

42.3%

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. Thirty percent 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.



CITY OF IOWA CITY

ESRI MARKETPLACE PROFILE



RIVERSIDE

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
Avg. monthly cell/mobile phone/PDA bill $1-$49	36%
Spent less than $500 on most recent PC purchase	119%
Attended movies (last 6 months)	24%
Went to a bar/night club (last 12 months)	57%
Visited a theme park (last 12 months)	37%
Rented 2 DVDs (last 30 days)	60%
Purchased 3– 4 DVDs (last 30 days)	102%
Did online banking (last 12 months)	24%
Carry renter insurance	49%
Went to fast food/drive-in restaurant 14+ times (last 6 months)	23%

PRODUCT/CONSUMER BEHAVIOR	% OVER U.S. AVERAGE
Fast food home delivery (last 6 months)	62%
Fast food take out/drive-thru (last 6 months)	30%
Owns 1 TV	88%
Purchased audio equipment (last 12 months)	50%
Purchased MP3 player (last 12 months)	28%
Spent <$1000 on domestic vacations (last 12 months)	103%
Spent $1000– 2999 on foreign vacations (last 12 months)	36%

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
Grocery Stores	$419,946	1.3
Other General Merchandise Stores	$1,063,880	18.3

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

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RIVERSIDE

1-MILE RADIUS STREET MAP

