

DOWNTOWN JEFFERSON

JEFFERSON, IOWA



MARKET SNAPSHOT

Esri 2017

Jefferson Matters: Main Street and community partners are taking a pro-active approach to planning for the future prosperity of Jefferson's traditional downtown business district.

The efforts of Jefferson Matters: Main Street and its partners, along with investments made by the public and private sectors, are working to heighten the appeal of the traditional business district among consumers, investors and entrepreneurs. Moving forward, it will be critical for the community to capitalize upon and leverage these investments and ongoing Jefferson Matters: Main Street marketing efforts to position downtown Jefferson as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, prepared as part of a more comprehensive study and technical assistance service commissioned by Main Street Iowa, highlights and summarizes demographic, lifestyle and retail data, characteristics and trends in the marketplace. The information, along with market insights to be explored during the project's ensuing phases, provides groundwork, benchmarks and a basis for important decision-making processes that will help guide future business development strategies.



Jefferson is a Main Street Iowa community.

The mission of the Main Street Iowa Program is to improve the social and economic well-being of Iowa's communities by assisting selected communities to capitalize on the unique identity, assets and character of their historic commercial district.

DEMOGRAPHIC PROFILE ESRI 2017



POPULATION

8,016

20 MINUTE DRIVE TIME | 2017

2017—22 GROWTH: -3.0%

| Population | 5 Min | 10 Min | 20 Min |
|------------------|-------|--------|--------|
| 2017 Estimate | 3,727 | 4,429 | 8,016 |
| Growth (2017-22) | -3.2% | -3.2% | -3.0% |

i Iowa Est. Pop Growth (2017-22) | 3.2%



DAYTIME POP

7,940

20 MINUTE DRIVE TIME | 2017

DAYTIME CHANGE: -0.9%

| Daytime Population | 5 Min | 10 Min | 20 Min |
|--------------------|--------|--------|--------|
| Total Daytime Pop | 4,234 | 5,304 | 7,940 |
| Daytime Change | +13.6% | +19.8% | -0.9% |



HOUSEHOLDS

3,439

20 MINUTE DRIVE TIME | 2017

2017—22 GROWTH: -2.9%

| Households | 5 Min | 10 Min | 20 Min |
|---------------------|-------|--------|--------|
| 2017 Estimate | 1,622 | 1,945 | 3,439 |
| HH Growth (2017-22) | -3.2% | -3.2% | -2.9% |

i Iowa Est. HH Growth (2017-22) | 2.3%



MEDIAN HH INCOME

\$49,642

20 MINUTE DRIVE TIME | 2017

2017—22 GROWTH: 17.7%

| Median HH Income | 5 Min | 10 Min | State |
|------------------|----------|----------|----------|
| 2017 Estimate | \$49,813 | \$49,014 | \$54,832 |
| Growth (2017-22) | 19.0% | 20.8% | 9.1% |



\$29,226

PER CAPITA INCOME
20 MINUTES

| | |
|------------|----------|
| 5 Minutes | \$29,799 |
| 10 Minutes | \$30,133 |
| State | \$28,962 |



47.4

MEDIAN AGE
20 MINUTES

| | |
|------------|------|
| 5 Minutes | 48.0 |
| 10 Minutes | 48.4 |
| State | 38.9 |



95.5%

2017 EMPLOYED
20 MIN. CIVILIAN POP 16+

| | |
|------------|-------|
| 5 Minutes | 94.5% |
| 10 Minutes | 95.0% |
| State | 97.0% |



4,016

HOUSING UNITS
20 MINUTES

| | |
|------------|----------|
| 5 Minutes | \$29,799 |
| 10 Minutes | \$30,133 |
| State | \$28,962 |

| Housing Units | 5 Min | 10 Min | 20 Min |
|-------------------|-------|--------|--------|
| 2017 Estimate | 1,883 | 2,263 | 4,016 |
| - Owner Occupied | 63.3% | 62.9% | 64.0% |
| - Renter Occupied | 22.8% | 23.0% | 21.6% |
| - Vacant | 13.9% | 14.1% | 14.4% |

Median Home Value | \$91,302 | \$93,299 | \$90,693

Source: [Esri Market Profile](#) | 02.18

LIFESTYLE PROFILE ESRI 2017

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Top Esri Tapestry LifeMode Groups

Esri Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. Two of the system's 14 different LifeMode Groups are dominant in the Downtown Jefferson drive time areas.



GenXurban (LM5)

| 5 Minutes | | 10 Minutes | | 20 Minutes | |
|-----------|---------|------------|---------|------------|---------|
| HHs | Percent | HHs | Percent | HHs | Percent |
| 1,288 | 79.4% | 1,379 | 70.9% | 1,383 | 40.2% |

- ▶ Gen X in middle age; families with fewer kids and a mortgage
- ▶ Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- ▶ About a fifth of residents are 65 or older; about a fourth of households have retirement income
- ▶ Own older single-family homes in urban areas, with 1 or 2 vehicles
- ▶ Live and work in the same county, creating shorter commute times
- ▶ Invest wisely, well-insured, comfortable banking online or in person
- ▶ News junkies (read a daily newspaper, watch news on TV, and go online for news)
- ▶ Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise



Cozy Country Living (LM6)

| 5 Minutes | | 10 Minutes | | 20 Minutes | |
|-----------|---------|------------|---------|------------|---------|
| HHs | Percent | HHs | Percent | HHs | Percent |
| 334 | 20.6% | 566 | 29.1% | 2,056 | 59.8% |

- ▶ Empty nesters in bucolic settings
- ▶ Largest Tapestry group, almost half of households located in the Midwest
- ▶ Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- ▶ Politically conservative and believe in the importance of buying American
- ▶ Own domestic trucks, motorcycles, and ATVs/UTVs
- ▶ Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- ▶ Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- ▶ Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Top Esri Tapestry Segments

Downtown Jefferson Drive Time Areas | Esri 2017

Three of the system's 67 Tapestry Segments are dominant in the Downtown Jefferson drive time areas.

Midlife Constants (5E)

| 5 Minutes | | 10 Minutes | | 20 Minutes | |
|-----------|---------|------------|---------|------------|---------|
| HHs | Percent | HHs | Percent | HHs | Percent |
| 1,288 | 79.4% | 1,379 | 70.9% | 1,383 | 40.2% |

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Avg. HH Size: 2.30 Median Age: 45.9 Med. HH Income: \$48K

- ▶ Attend church; are members of fraternal orders
- ▶ Watch country, movie TV channels
- ▶ Have retirement income, Social Security
- ▶ Own domestic SUVs, trucks
- ▶ Read; go fishing; play golf

Prairie Living (6D)

| 5 Minutes | | 10 Minutes | | 20 Minutes | |
|-----------|---------|------------|---------|------------|---------|
| HHs | Percent | HHs | Percent | HHs | Percent |
| 334 | 20.6% | 566 | 29.1% | 1,541 | 44.8% |

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

Avg. HH Size: 2.50 Median Age: 43.4 Med. HH Income: \$51K

- ▶ Shop at Walmart; eat at Subway
- ▶ Read local papers, home service, fishing/hunting magazines
- ▶ Own CDs, term/whole life insurance
- ▶ Own truck, ATV/UTV
- ▶ Go fishing, hunting, boating, camping

Heartland Communities (6F)

| 5 Minutes | | 10 Minutes | | 20 Minutes | |
|-----------|---------|------------|---------|------------|---------|
| HHs | Percent | HHs | Percent | HHs | Percent |
| 0 | 0.0% | 0 | 0.0% | 496 | 14.4% |

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Avg. HH Size: 2.38 Median Age: 41.5 Med. HH Income: \$39K

- ▶ Go hunting, fishing; ride motorcycles
- ▶ Listen to country music; watch CMT
- ▶ Buy insurance from agent
- ▶ Own domestic truck, SUV
- ▶ Participate in local activities

Source: [Esri Community Tapestry Segmentation](#) | 02.18

Esri's Retail MarketPlace data provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market place, a sales surplus or leakage, expressed in current dollars, is calculated to summarize the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

Calculating Sales Surplus/(Leakage) Estimates

Estimated Actual Sales — Potential Sales = Surplus/(Leakage)

Example: Food Services & Drinking Places (NAICS 722)

| | |
|----------------------------|----------------|
| Estimated Sales (Supply) | \$ 2,026,047 |
| — Potential Sales (Demand) | \$ 4,649,551 |
| = Surplus or (Leakage) | (\$ 2,623,501) |

Esri estimates of actual sales reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales is estimated by using Esri's consumer spending data, which provides estimated expenditures for more than 700 products and services that are consumed by U.S. households. The estimate of a trade area's, or drive time's, demand is based upon estimated expenditures by households within the defined trade area. The following table displays the total amount of estimated sales surplus or leakage for the three drive time geographies.

DOWNTOWN JEFFERSON DRIVE TIME AREAS

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

| Sales Surplus & Leakage (\$MM) | 5 Minutes | 10 Minutes | 20 Minutes |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| | Surplus/ (Leakage) | Surplus/ (Leakage) | Surplus/ (Leakage) |
| Total Retail Trade (NAICS 44 – 45) | (\$13.3) | (\$12.8) | (\$45.5) |
| Total Food & Drink (NAICS 722) | (\$2.6) | (\$3.2) | (\$5.9) |
| Total (NAICS 44 – 45, 722) | (\$15.9) | (\$15.9) | (\$51.4) |

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Esri reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential and Retail Sales. A positive value represents a surplus in retail sales, often indicating a market where customers are drawn in from outside the defined trade area.

Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as three industry groups within the Food Services & Drinking Places subsector. For more information on Retail MarketPlace data and to download the methodology statement visit: <http://doc.arcgis.com/en/esri-demographics/data/retail-marketplace.htm>

POTENTIAL OPPORTUNITIES

Sales gap factors provide an at-a-glance means of assessing the relative strength of various retail categories within a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn in from outside the trade area. Categories showing the highest surplus factors may signal possible opportunities for expansion or the introduction of complementary product and service lines to build on market strengths or existing and evolving niche markets. Likewise, categories with negative value factors might offer an initial indication of gaps in the business mix and potential targets for expansion or recruitment.

SALES GAP FACTORS | DOWNTOWN JEFFERSON DRIVE TIME AREAS

| Category—Factor | 5 Minutes | 10 Minutes | 20 Minutes |
|-------------------------------------|-----------|------------|------------|
| Motor Vehicle & Parts Dealers | (34.6) | (27.9) | (41.9) |
| Furniture & Home Furnishings Stores | (26.9) | (34.9) | (56.0) |
| Electronics & Appliance Stores | 26.1 | 17.8 | (9.2) |
| Building Materials, Garden & Supply | (25.7) | (16.7) | (27.1) |
| Food & Beverage Stores | (44.5) | (29.7) | (28.7) |
| Health & Personal Care Stores | 37.9 | 31.6 | 4.3 |
| Gasoline Stations | 11.2 | 17.5 | 7.1 |
| Clothing and Clothing Accessories | (29.1) | (36.8) | (57.2) |
| Sporting Goods, Hobby, Book, Music | 41.0 | 53.7 | 48.2 |
| General Merchandise Stores | (34.7) | (38.4) | (58.2) |
| Miscellaneous Store Retailers | (37.6) | (38.8) | (51.7) |
| Nonstore Retailers | (100.0) | (100.0) | (58.6) |
| Food Services & Drinking Places | (39.3) | (40.0) | (43.8) |

Source: [Esri Retail MarketPlace Profile](#) | 02.18

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and many other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, county, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

S Wilson St & E Lincoln Way, Jefferson, Iowa, 50129 2
S Wilson St & E Lincoln Way, Jefferson, Iowa, 50129
Drive Time: 5, 10, 20 minute radii

Iowa Downtown Resource Center
Latitude: 42.01529
Longitude: -94.37476

