

Downtown Newton

Newton, Iowa

Market Snapshot

Prepared for:



A service provided by:



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Introduction

Newton Main Street is taking a pro-active and catalytic approach to planning for the future prosperity of Newton’s traditional downtown business district.

The efforts of Newton Main Street and its partners, along with investments made by the public and private sectors in downtown Newton, 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 Newton Main Street marketing efforts to position downtown Newton as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot document, prepared as part of Main Street Iowa 2015 Market Analysis Training and Technical Assistance services being delivered to select Main Street Iowa communities, highlights and summarizes important 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 and a basis for important decision-making process that will guide future enhancement and redevelopment strategies.

Report Contents

Introduction.....	1
Downtown Newton Study Area	2
Drive Time Geographies.....	2
Demographic Snapshot.....	4
Consumer Spending Potential	5
Lifestyle Profile	6
Retail Market Performance.....	15
Summary	19

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Downtown Newton Study Area

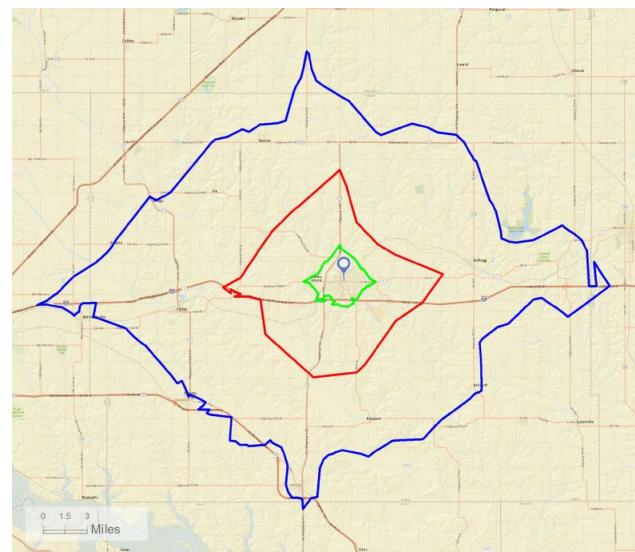
Drive Time Geographies

The profile assembled for the Downtown Newton Drive Time Market is based upon information contained in a series of Esri reports provided by Main Street Iowa, generated for a 5, 10, and 20 minute drive time area originating from the center of the downtown Newton business district.

The **five-minute drive-time market** profiles a “captive” resident and convenience-oriented market for downtown Newton. The population residing in the five-minute drive time area would also be more likely access downtown on foot, bicycle and via other alternative modes of transportation. Demographic and psychographic data could be particularly useful for assessing performance and expansion opportunities for convenience and clientele-oriented businesses and uses, and for analyzing and profiling the composition of the current and potential downtown Newton area housing market.

The area plotted for the **ten-minute drive time** includes areas that span along major travel routes in the Newton vicinity. Data and information for the ten-minute drive time area could be helpful for comparing and contrasting the traits and characteristics of the “close to downtown” population with that in the wider local region. The consumer profile may also be indicative of the “comparison market” for Newton area service, retail and eating & drinking uses.

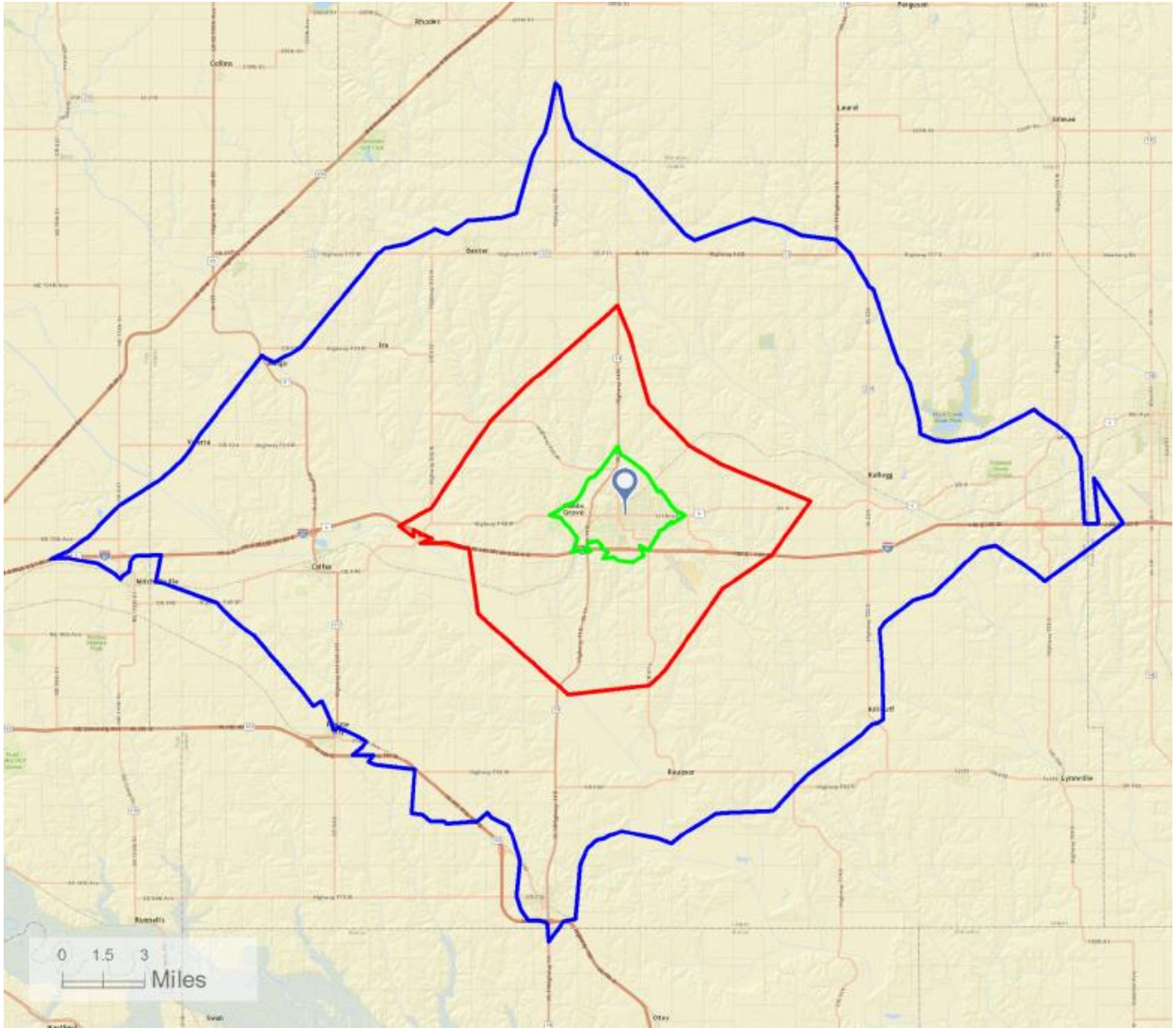
The **twenty-minute drive time** area is more expansive and rural in nature, encompassing portions of five different counties and extending along interstate and state highways to surrounding communities. Consumers in this regional market, all things being equal, may be more naturally inclined to frequent commercial areas in other communities, based on convenience and/or broader variety and anchor tenants. Opportunities for downtown Newton to capture consumers from the broader region, and to increase its retail market share, will most likely revolve around retail and service anchors; specialty retail and destination-oriented eating & drinking places; recreational attractions and venues; and events.



Downtown Newton Drive Time Markets

Fast Facts

Population	5 Min	10 Min	20 Min
2000 Census	14,271	18,524	30,880
2010 Census	13,978	18,055	30,366
2014 Estimate	13,710	17,789	30,322
2019 Projection	13,523	17,591	30,244
Change: 2014 - 2019	-1.4%	-1.1%	-0.3%
Households	5 Min	10 Min	20 Min
2000 Census	6,252	7,887	12,267
2010 Census	6,178	7,788	12,257
2014 Estimate	6,076	7,704	12,269
2019 Projection	6,000	7,637	12,263
Change: 2014 - 2019	-1.3%	-0.9%	0.0%
Median HH Income	5 Min	10 Min	20 Min
2014 Estimate	\$39,980	\$41,438	\$46,359
2019 Projection	\$47,868	\$50,318	\$54,937
Change: 2014 - 2019	19.7%	21.4%	18.5%
Source: Esri Market Profile.			



Reports generated and used to examine the Downtown Newton Drive Time Markets are based on current Esri data and include:

Esri Market Profile

The Market Profile report provides current-year and five-year projections for U.S. demographics. The annual updates include information about population, households, housing, occupancy, income, age, race, Hispanic origin, and more.

Esri Tapestry Segmentation Area Profile

Tapestry classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics.

Esri Retail MarketPlace Profile

Retail MarketPlace data provides a measure of retail activity by trade area and compares retail sales to consumer spending by NAICS industry classification.

Demographic Snapshot

The demographic snapshot compiled for the Downtown Newton Drive Time Markets benchmarks and tracks changes in the marketplace. Analysis and comparison of data for the three drive time areas reveal:

- Trends and projections for the population and households within the drive time geographies anticipate five-year decreases in population ranging from 0.3% to 1.4%; and five-year decreases in households of 0.0% to 1.3% percent. At the state level, population and number of households are expected to grow at five-year rates of 2.8% and 3.1%, respectively.
- Consistent with the “Greying of America” phenomenon, average household size is anticipated to decrease slightly across the drive time areas and median age is expected to increase by a about one year in the various drive time areas through 2019. Median age for the Iowa population in 2014 is estimated at 38.5 years and is expected to reach 38.9 years by 2019.
- The concentration of renter-occupied housing units is highest at the five-minute drive time level and ranges from 25% to 32% across the drive time areas. Between 9% and 12% of all housing units in the drive time areas are classified as vacant in 2014 and a one percent-plus increase in vacant units is expected through 2019. State figures for 2014 assigned a vacant status to 8.9% of all housing units, and the figure is expected to increase to 9.0% by 2019.
- Overall, median household and per capita income figures for the drive times are lower than those estimated for the state. Median household income, highest in the twenty-minute drive time, is expected to increase across the drive time geographies by about 19% to 21% through 2019. Projected five-year growth rates for median household, average household and per capita income compare favorably with, or exceed, income growth rates forecast for the state.

Iowa Income	2014	2019	+ %
Median HH	\$52.4K	\$61.3K	16.9%
Average HH	\$65.7K	\$76.7K	16.8%
Per Capita	\$26.7K	\$31.3K	17.1%

Drive Time	5 Minutes	10 Minutes	20 Minutes
Population			
2000 Census	14,271	18,524	30,880
2010 Census	13,978	18,055	30,366
2014 Estimate	13,710	17,789	30,322
2019 Projection	13,523	17,591	30,244
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Households			
2000 Census	6,252	7,887	12,267
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2014 Estimate	6,076	7,704	12,269
2019 Projection	6,000	7,637	12,263
Change: 2014 – 2019	-1.3%	-0.9%	0.0%
Median Age			
2014 Estimate	41.9	42.4	42.2
2019 Projection	42.9	43.4	43.1
Housing Units – 2014			
Owner Occupied Units	56.5%	60.7%	65.8%
Renter Occupied Units	32.0%	28.9%	24.9%
Vacant Housing Units	11.5%	10.3%	9.2%
Housing Units – 2019			
Owner Occupied Units	55.6%	60.0%	65.5%
Renter Occupied Units	31.7%	28.6%	24.7%
Vacant Housing Units	12.7%	11.4%	9.7%
Median HH Income			
2014 Estimate	\$39,980	\$41,438	\$46,359
2019 Projection	\$47,868	\$50,318	\$54,937
Change: 2014 – 2019	19.7%	21.4%	18.5%
Average HH Income			
2014 Estimate	\$52,309	\$54,414	\$58,701
2019 Projection	\$61,757	\$64,114	\$68,516
Change: 2014 – 2019	18.1%	17.8%	16.7%
Per Capita Income			
2014 Estimate	\$23,034	\$23,301	\$24,190
2019 Projection	\$27,246	\$27,558	\$28,331
Change: 2014 – 2019	18.3%	18.3%	17.1%

Source: Esri Market Profile.
Percentages may not equal 100% due to rounding.

Consumer Spending Potential

The Esri Retail Goods and Services Expenditures report, built on Esri's Consumer Spending database, measures the amount that households spend in select product and service categories, and compares amounts to national figures. The comparison to national household spending amounts is reported as an index, shown in the table below, where 100 equals the national average.

Consumer Spending Index 2014 Households Spending (100 Equals National Average)	Downtown Newton Drive Time Areas			State of Iowa
	5 Minutes	10 Minutes	20 Minutes	
Apparel & Services	46	47	51	58
Computers & Accessories	70	72	78	90
Education	64	67	72	84
Entertainment/Recreation	76	79	86	95
Food at Home	76	79	85	94
Food Away from Home	71	74	80	91
Health Care	81	84	91	98
HH Furnishings & Equipment	64	67	72	81
Investments	63	65	73	89
Retail Goods	74	77	83	91
Shelter	68	70	76	87
TV/Video/Audio	76	79	84	93
Travel	68	72	78	88
Vehicle Maintenance & Repairs	74	77	83	92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

Lifestyle Profile

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market

US consumer markets are multidimensional and diverse. Using a large, well-selected array of attributes captures this diversity with the most powerful data available. Data sources include Census 2010, the American Community Survey, Esri's demographic updates, Experian's ConsumerViewSM database, and consumer surveys, such as the Survey of the American Consumer from GfK MRI, to capture the subtlety and vibrancy of the US marketplace.

A market segmentation system must be able to distinguish consumer behavior—spending patterns and lifestyle choices—as expected. Esri verified the efficacy of its Tapestry Segmentation markets against consumer surveys from GfK MRI, which include nearly 6,000 product and service brands in 550 categories, along with readership of hundreds of magazines and newspapers, Internet usage, TV viewership by channel and program, radio listening, and other media.

Comparative View of Predominant Tapestry Household Segments

The following table shows and compares concentrations of the most prevalent Tapestry household segments found within each of the Downtown Newton drive time areas.

2014 Households	5 Minute Drive Time			10 Minute Drive Time			20 Minute Drive Time		
	Count	Pct.	Rank	Count	Pct.	Rank	Count	Pct.	Rank
Heartland Communities (6F)	2,360	38.8%	1	2,725	35.4%	1	3,420	27.9%	1
Midlife Constants (5E)	1,388	22.8%	2	1,732	22.5%	2	2,163	17.6%	2
Traditional Living (12B)	519	8.5%	3	519	6.7%	3	519	4.2%	7
Old and New Comers (8F)	492	8.1%	4	492	6.4%	4	492	4.0%	8
Retirement Communities (9E)	394	6.5%	5	394	5.1%	6	394	3.2%	9
Rustbelt Traditions (5D)	369	6.1%	6	369	4.8%	7	1,201	9.8%	4
Salt of the Earth (6B)	219	3.6%	8	335	4.3%	8	1,091	8.9%	5
Green Acres (6A)	12	0.2%	10	490	6.4%	5	1,553	12.7%	3
Total Count/Percent of Area	5,753	94.6%		7,056	91.6%		10,833	88.3%	

Source: Esri Tapestry Segmentation Profile

Descriptions for the most predominant Tapestry segments found within each of the Downtown Newton drive time areas, and appearing in the table above, follow. 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>.

Snapshot Descriptions of Newton Drive Time Tapestry Segments

Heartland Communities (6F)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	2,360 – 38.8% (1)	2,725 – 35.4% (1)	3,420 – 27.9% (1)

Who We Are

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.

Our Neighborhood

- ▶ Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- ▶ Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- ▶ Residents own modest, single-family homes built before 1970.
- ▶ They own one or two vehicles; commutes are short (Index 95).

Socioeconomic Traits

- ▶ Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- ▶ More workers are white collar than blue collar; more skilled than unskilled.
- ▶ The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- ▶ These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- ▶ Daily life is busy, but routine. Working on the weekends is not uncommon.
- ▶ Residents trust TV and newspapers more than any other media.
- ▶ Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile

- ▶ Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- ▶ Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- ▶ Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- ▶ To support their local community, residents participate in public activities.
- ▶ Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- ▶ They enjoy country music and watch CMT.
- ▶ Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- ▶ To get around these semirural communities, residents prefer domestic trucks or SUVs.
- ▶ They prefer to travel in the US and favor the convenience of packaged deals.

Demographic Traits

Median Household Income:	\$39,000 (US: \$51,000)
Average Household Size:	2.38
Median Age:	41.5 (US: 37.6)
Median Net Worth:	\$55,000 (US: \$71,000)
Median Home Value:	\$89,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	29.6 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	65
Food	72
Apparel & Services	43
Transportation	74
Health Care	79
Entertainment & Recreation	73
Education	59
Pensions & Social Security	66
Other	71

Midlife Constants (5E)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	1,388 – 22.8% (2)	1,732 – 22.5% (2)	2,163 – 17.6% (2)

Who We Are

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.

Our Neighborhood

- ▶ Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- ▶ Primarily married couples, with a growing share of singles.
- ▶ Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- ▶ Single-family homes, less than half still mortgaged, with a median home value of \$141,000 (Index 80).

Socioeconomic Traits

- ▶ Education: 64% have a high school diploma or some college.
- ▶ Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).
- ▶ Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).
- ▶ Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- ▶ Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- ▶ Radio and newspapers are the media of choice (after television).

Market Profile

- ▶ Prefer practical vehicles like SUVs and trucks (domestic, of course).
- ▶ Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- ▶ Contribute to arts/cultural, educational, political, and social services organizations.
- ▶ DIY homebodies that spend on home improvement and gardening.
- ▶ Media preferences: country or Christian channels.
- ▶ Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

Demographic Traits

Median Household Income:	\$48,000 (US: \$51,000)
Average Household Size:	2.30
Median Age:	45.9 (US: 37.6)
Median Net Worth:	\$104,000 (US: \$71,000)
Median Home Value:	\$141,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	34.0 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	84
Food	86
Apparel & Services	55
Transportation	88
Health Care	95
Entertainment & Recreation	90
Education	82
Pensions & Social Security	85
Other	87

Traditional Living (12B)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	519 – 8.5% (3)	519 – 6.7% (3)	519 – 4.2% (7)

Who We Are

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- ▶ Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- ▶ Average household size is slightly lower at 2.50.
- ▶ Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- ▶ Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- ▶ Average commuting time to work is slightly shorter (Index 88).
- ▶ Households have one or two vehicles.

Socioeconomic Traits

- ▶ Over 70% have completed high school or some college.
- ▶ Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- ▶ Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- ▶ Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- ▶ Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- ▶ TV is seen as the most trusted media.

Market Profile

- ▶ They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- ▶ Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- ▶ They tend to carry credit card balances, have student loans, and pay bills in person.
- ▶ Half of households have abandoned landlines for cell phones only.
- ▶ They watch their favorite channels including QVC, CMT, and Game Show Network.
- ▶ They're fast food devotees.
- ▶ They enjoy outdoor activities such as camping and taking trips to the zoo.

Demographic Traits

Median Household Income:	\$37,000 (US: \$51,000)
Average Household Size:	2.50
Median Age:	34.8 (US: 37.6)
Median Net Worth:	\$29,000 (US: \$71,000)
Median Home Value:	\$79,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	53.1 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	66
Food	43
Apparel & Services	67
Transportation	66
Health Care	66
Entertainment & Recreation	63
Education	62
Pensions & Social Security	62
Other	63

Old and New Comers (8F)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	492 – 8.1% (4)	492 – 6.4% (4)	492 – 4.0% (8)

Who We Are

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- ▶ Metropolitan city dwellers.
- ▶ Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.11.
- ▶ 54% renter occupied; average rent, \$800 (Index 88).
- ▶ 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- ▶ Average vacancy rate at 11%.

Socioeconomic Traits

- ▶ Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- ▶ 30% of households are currently receiving Social Security.
- ▶ 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- ▶ Consumers are price aware and coupon clippers, but open to impulse buys.
- ▶ They are attentive to environmental concerns.
- ▶ They are more comfortable with the latest technology than buying a car.

Market Profile

- ▶ Residents are strong supporters of environmental organizations.
- ▶ They prefer cell phones to landlines.
- ▶ Entertainment features the Internet (dating sites and games), movies at home, country music, and newspapers.
- ▶ Vehicles are basically just a means of transportation.
- ▶ Food features convenience, frozen and fast food.
- ▶ They do banking as likely in person as online.

Demographic Traits

Median Household Income:	\$39,000 (US: \$51,000)
Average Household Size:	2.11
Median Age:	38.5 (US: 37.6)
Median Net Worth:	\$23,000 (US: \$71,000)
Average Rent:	\$850 (US: \$990)
Housing Style:	Single Family; Multi-units
Diversity Index:	50.1 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	75
Food	77
Apparel & Services	51
Transportation	76
Health Care	74
Entertainment & Recreation	76
Education	77
Pensions & Social Security	72
Other	73

Retirement Communities (9E)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	394 – 6.5% (5)	394 – 5.1% (6)	394 – 3.2% (9)

Who We Are

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

Our Neighborhood

- ▶ Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- ▶ Small household size; many residents have outlived their partners and live alone.
- ▶ Over half of the homes are renter occupied.
- ▶ Average rent is slightly below the US average.
- ▶ One in five households has no vehicle.

Socioeconomic Traits

- ▶ Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- ▶ Frugal, they pay close attention to finances.
- ▶ They prefer reading magazines over interacting with computers.
- ▶ They are health conscious and prefer name brand drugs.

Market Profile

- ▶ Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- ▶ Contribute to political organizations and other groups.
- ▶ Entertainment preferences: bingo, opera, and the theater.
- ▶ Watch QVC, Golf Channel, CNN, and sports on TV.
- ▶ Like to travel—including visits to foreign countries.
- ▶ Shop at large department stores for convenience.

Demographic Traits

Median Household Income:	\$35,000 (US: \$51,000)
Average Household Size:	1.86
Median Age:	52.0 (US: 37.6)
Median Net Worth:	\$36,000 (US: \$71,000)
Average Rent:	\$980 (US: \$990)
Housing Style:	Multi-units; Single Family
Diversity Index:	46.4 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	73
Food	72
Apparel & Services	48
Transportation	70
Health Care	75
Entertainment & Recreation	72
Education	73
Pensions & Social Security	67
Other	70

Rustbelt Traditions (5D)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	369 – 6.1% (6)	369 – 4.8% (7)	1,201 – 9.8% (4)

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Our Neighborhood

- ▶ Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- ▶ Average household size is slightly lower at 2.46.
- ▶ They are movers, slightly more mobile than the US population (Index 109), but almost half of householders (46%) moved into their current homes before 2000.
- ▶ Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 218).
- ▶ Nearly three quarters own their homes; over half of households have mortgages.
- ▶ A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- ▶ Most households have two or more vehicles available.

Socioeconomic Traits

- ▶ Most have graduated from high school or spent some time at a college or university.
- ▶ Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%.
- ▶ While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- ▶ Family-oriented consumers who value time spent at home.
- ▶ Most lived, worked, and played in the same area for years.
- ▶ Budget aware shoppers that favor American-made products.
- ▶ Read newspapers, especially the Sunday editions.

Market Profile

- ▶ Residents take advantage of convenience stores for fueling up and picking up incidentals.
- ▶ Watching television is a common pastime; many households have more than four TVs.
- ▶ Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- ▶ Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- ▶ Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
- ▶ Radio dials are typically tuned to classic rock stations.

Demographic Traits

Median Household Income:	\$49,000 (US: \$51,000)
Average Household Size:	2.46
Median Age:	38.4 (US: 37.6)
Median Net Worth:	\$79,000 (US: \$71,000)
Median Home Value:	\$118,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	44.2 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	80
Food	81
Apparel & Services	53
Transportation	83
Health Care	85
Entertainment & Recreation	84
Education	79
Pensions & Social Security	81
Other	80

Salt of the Earth (6B)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	219 – 3.6% (8)	335 – 4.3% (8)	1,091 – 8.9% (5)

Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

Our Neighborhood

- ▶ This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- ▶ Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- ▶ Home ownership rates are very high (Index 132). Single-family homes are affordable, valued at 25 percent less than the national market.
- ▶ Two in three households are composed of married couples; less than half have children at home.

Socioeconomic Traits

- ▶ Steady employment in construction, manufacturing, and related service industries.
- ▶ Completed education: 42% with a high school diploma only.
- ▶ Household income just over the national median, while net worth is double the national median.
- ▶ Spending time with family their top priority.
- ▶ Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- ▶ Last to buy the latest and greatest products.
- ▶ Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Market Profile

- ▶ Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.
- ▶ To support their pastimes, truck ownership is high; many also own an ATV.
- ▶ They own the equipment to maintain their lawns and tend to their vegetable gardens.
- ▶ Residents often tackle home remodeling and improvement jobs themselves.
- ▶ Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- ▶ These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

Demographic Traits

Median Household Income:	\$53,000 (US: \$51,000)
Average Household Size:	2.58
Median Age:	43.1 (US: 37.6)
Median Net Worth:	\$134,000 (US: \$71,000)
Median Home Value:	\$134,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	18.3 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	86
Food	91
Apparel & Services	56
Transportation	95
Health Care	102
Entertainment & Recreation	96
Education	80
Pensions & Social Security	90
Other	92

Green Acres (6A)

	5 Minutes	10 Minutes	20 Minutes
Drive Time Households : Count – Pct. (Rank)	12 – 0.2% (10)	490 – 6.4% (5)	1,553 – 12.7% (3)

Who We Are

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- ▶ Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 10 years.
- ▶ Single-family, owner-occupied housing, with a median value of \$197,000.
- ▶ An older market, primarily married couples, most with no children.

Socioeconomic Traits

- ▶ Education: 60% are college educated.
- ▶ Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- ▶ Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- ▶ They are cautious consumers with a focus on quality and durability.
- ▶ Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- ▶ Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- ▶ Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- ▶ Homeowners favor DIY home improvement projects and gardening.
- ▶ Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- ▶ Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- ▶ Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

Demographic Traits

Median Household Income:	\$72,000 (US: \$51,000)
Average Household Size:	2.69
Median Age:	43.0 (US: 37.6)
Median Net Worth:	\$226,000 (US: \$71,000)
Median Home Value:	\$197,000 (US: \$177,000)
Housing Style:	Single Family
Diversity Index:	24.0 (US: 62.1)

Average Household Budget Index (US Average = 100)

Housing	119
Food	118
Apparel & Services	78
Transportation	122
Health Care	129
Entertainment & Recreation	128
Education	119
Pensions & Social Security	127
Other	122

Retail Market Performance

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, the leakage and surplus factor summarizes the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

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 within Retail Trade sector, and four industry groups within the Food Services & Drinking Establishments subsector. To estimate sales, the Retail MarketPlace database combines a number of data sources, including

- ▶ Census Bureau's Census of Retail Trade (CRT) and Monthly Retail Trade (MRT)
- ▶ Census Bureau's Nonemployer Statistics (NES)
- ▶ Esri's demographic data
- ▶ Dun & Bradstreet
- ▶ Bureau of Labor Statistics

All estimates of actual sales (supply) reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales (demand) 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 demand is based upon estimated expenditures by households within the trade area.

Leakage within a specified trade area represents a condition where supply is less than demand. Retailers outside of the trade area are fulfilling demand for retail products. Surplus within a specified trade area represents a condition where supply exceeds the area's demand. Thus retailers are attracting customers that reside outside the trade area.

Sales Surplus and Leakage Estimates

Total Retail Trade and Food & Drink demand versus sales estimates for the drive times show sales leakage at the five- and twenty-minute drive time geography levels totaling an estimated \$9.3 million and \$21.6 million, respectively. A sales surplus of nearly \$62.3 million is shown at the ten-minute drive time level.

	5 Minutes	10 Minutes	20 Minutes
NAICS Code: Business Description	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
Total Retail Trade and Food & Drink (NAICS 44 – 45, 722)	(\$9,273,946)	\$62,285,059	(\$21,568,226)
Total Retail Trade (NAICS 44 – 45)	(\$21,268,700)	\$50,486,120	(\$23,320,881)
Total Food & Drink (NAICS 722)	\$11,994,753	\$11,798,938	\$1,752,655

Retail Trade patterns are consistent with overall figures, with sales leakage ranging from about \$21.3 million to \$23.3 million in the five- and twenty-minute drive times, respectively; and a surplus of nearly \$50.5 million reported in the ten-minute drive time area. Notably, the Retail Trade sales surplus reported in the ten-minute drive time is largely influenced by substantial surpluses reported for the Electronics & Appliance Stores, Gasoline Stations and General Merchandise Stores categories.

Estimates for Food & Drink sector sales in comparison to projected demand show sales surpluses at all drive time area levels ranging from an estimated \$1.8 million in the twenty-minute drive time area to nearly \$12 million in the five-minute drive time area. Food & Drink sector surpluses in the drive time areas are largely driven by surplus sales in the Limited-Service Eating Places subcategory.

The following table presents a breakdown of sales surplus and leakage estimates for 27 industry groups in the Retail Trade sector and for the four industry groups within the Food Services & Drinking Places subsector for the Downtown Newton drive time markets.

Downtown Newton • Esri Retail MarketPlace Report Summary

Sales Surplus & Leakage and Leakage Estimates NAICS Code: Business Description	5 Minutes	10 Minutes	20 Minutes
	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
Total Retail Trade and Food & Drink (NAICS 44 – 45, 722)	(\$9,273,946)	\$62,285,059	(\$21,568,226)
Total Retail Trade (NAICS 44 – 45)	(\$21,268,700)	\$50,486,120	(\$23,320,881)
Total Food & Drink (NAICS 722)	\$11,994,753	\$11,798,938	\$1,752,655
441: Motor Vehicle & Parts Dealers	(\$14,652,924)	(\$1,802,821)	(\$21,172,164)
4411: Automobile Dealers	(\$15,427,193)	(\$3,057,474)	(\$22,199,217)
4412: Other Motor Vehicle Dealers	(\$1,762,131)	(\$1,467,103)	(\$1,473,230)
4413: Auto Parts, Accessories, and Tire Stores	\$2,536,398	\$2,721,756	\$2,500,283
442: Furniture & Home Furnishings Stores	(\$1,023,880)	(\$991,956)	(\$2,808,510)
4421: Furniture Stores	(\$362,232)	(\$71,684)	(\$1,255,313)
4422: Home Furnishings Stores	(\$661,648)	(\$920,272)	(\$1,553,197)
443/4431: Electronics & Appliance Stores	\$2,613,577	\$22,157,414	\$21,143,665
444: Building Materials, Garden Equip. & Supply Stores	(\$131,723)	\$371,344	(\$2,547,592)
4441: Building Material and Supplies Dealers	(\$1,377,332)	(\$1,669,702)	(\$4,463,369)
4442: Lawn and Garden Equipment and Supplies Stores	\$1,245,610	\$2,041,045	\$1,915,777
445: Food & Beverage Stores	\$3,831,691	\$856,674	(\$13,663,012)
4451: Grocery Stores	\$4,073,260	\$1,076,963	(\$13,170,906)
4452: Specialty Food Stores	(\$166,000)	(\$163,396)	(\$59,272)
4453: Beer, Wine, and Liquor Stores	(\$75,569)	(\$56,893)	(\$432,834)
446/4461: Health & Personal Care Stores	\$2,632,383	(\$277,769)	(\$6,527,480)
447/4471: Gasoline Stations	\$11,067,030	\$15,630,305	\$19,367,229
448: Clothing and Clothing Accessories Stores	(\$5,546,185)	(\$7,208,962)	(\$12,825,618)
4481: Clothing Stores	(\$3,528,934)	(\$4,525,405)	(\$8,196,452)
4482: Shoe Stores	(\$1,019,751)	(\$1,338,669)	(\$2,282,126)
4483: Jewelry, Luggage, and Leather Goods Stores	(\$997,499)	(\$1,344,888)	(\$2,347,040)

Data Source: Esri Retail MarketPlace Profile, 2014; Esri and Dun & Bradstreet. © 2014 Dun & Bradstreet, Inc. All rights reserved.

Data Note: The polarity of surplus/leakage estimates shown in this report (as compared to those shown in the original Esri reports) have been reversed to show a surplus as a positive value, and to show a 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.

Sales Surplus & Leakage Estimates NAICS Code: Business Description	5 Minutes	10 Minutes	20 Minutes
	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate	Surplus/(Leakage) Estimate
451: Sporting Goods, Hobby, Book, and Music Stores	(\$1,202,194)	(\$931,941)	(\$2,930,775)
4511: Sporting Goods/Hobby/Musical Instrument Stores	(\$906,145)	(\$568,794)	(\$2,180,086)
4512: Book, Periodical, and Music Stores	(\$296,050)	(\$363,147)	(\$750,689)
452: General Merchandise Stores	(\$13,846,237)	\$30,011,365	\$12,870,308
4521: Department Stores (Excluding Leased Depts.)	(\$8,268,477)	(\$10,603,422)	(\$18,899,603)
4529: Other General Merchandise Stores	(\$5,577,759)	\$40,614,787	\$31,769,912
453: Miscellaneous Store Retailers	(\$2,162,157)	(\$2,898,734)	(\$6,366,935)
4531: Florists	\$17,088	\$6,863	(\$127)
4532: Office Supplies, Stationery, and Gift Stores	(\$806,053)	(\$1,085,104)	(\$1,984,518)
4533: Used Merchandise Stores	\$876,040	\$1,038,206	\$623,695
4539: Other Miscellaneous Store Retailers	(\$2,249,233)	(\$2,858,700)	(\$5,005,985)
454: Nonstore Retailers	(\$2,848,079)	(\$4,428,797)	(\$7,859,997)
4541: Electronic Shopping and Mail-Order Houses	(\$1,689,442)	(\$2,829,640)	(\$6,230,372)
4542: Vending Machine Operators	(\$293,724)	(\$385,576)	(\$533,452)
4543: Direct Selling Establishments	(\$864,914)	(\$1,227,822)	(\$1,096,172)
722: Food Services & Drinking Places	\$11,994,753	\$11,798,938	\$1,752,655
7221: Full-Service Restaurants	\$328,398	\$393,594	(\$3,115,785)
7222: Limited-Service Eating Places	\$13,081,565	\$13,428,494	\$8,349,595
7223: Special Food Services	(\$570,930)	(\$772,757)	(\$1,322,468)
7224: Drinking Places (Alcoholic Beverages)	(\$844,280)	(\$1,250,393)	(\$2,158,687)

Data Source: Esri Retail MarketPlace Profile, 2014; Esri and Dun & Bradstreet. © 2014 Dun & Bradstreet, Inc. All rights reserved.

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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 four industry groups within the Food Services & Drinking Establishments 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>.

Sales Surplus/Leakage Factors

Sales Surplus/Leakage Factors present a snapshot of retail opportunity. This 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 (often indicative of a market where customers are drawn in from outside the trade area). Categories showing the highest surplus factors may be indicative of relative strength in the market. Negative leakage factors may reveal retail opportunity outside the trade area, with the lowest values indicating possible targets for retail expansion or recruitment.

The following table displays figures for some of the highest and lowest Surplus/Leakage Factors in the five-minute drive time area for select Retail and Food & Drink categories and subcategories, along with corresponding figures for the ten- and twenty-minute drive time areas.

Downtown Newton Drive Time Areas • Sales Surplus/Leakage Factors – Select Categories

Category/Subcategory Description	NAICS	5 Minutes		10 Minutes		20 Minutes	
		Factor	# Biz	Factor	# Biz	Factor	# Biz
▲ Limited-Service Eating Places	7222	49.2	16	43.0	20	21.5	24
▲ Used Merchandise Stores	4533	45.2	11	42.7	14	20.7	16
▲ Auto Parts, Accessories & Tire Stores	4413	42.0	5	37.1	5	24.0	9
▲ Lawn & Garden Equip & Supply Stores	4442	32.3	3	37.3	4	24.4	7
▲ Gasoline Stations	447,4471	28.5	5	30.0	6	23.7	10
▲ Electronics & Appliance Stores	4431	27.4	8	70.8	12	57.3	14
▲ Health & Personal Care Stores	446,4461	11.7	7	(1.1)	8	(17.0)	12
▲ Florists	4531	8.5	2	2.7	2	(0.0)	4
▲ Grocery Stores	4451	8.4	6	1.8	6	(15.2)	13
▲ Full-Service Restaurants	7221	3.8	7	3.4	10	(19.7)	13
▼ Shoe Stores	4482	(100.0)	0	(100.0)	0	(100.0)	0
▼ Other Motor Vehicle Dealers	4412	(91.7)	1	(43.4)	3	(21.0)	10
▼ Department Stores Excl Leased Depts.	4521	(88.8)	1	(84.3)	2	(90.6)	2
▼ Jewelry, Luggage & Leather Goods	4483	(88.6)	1	(91.3)	1	(94.8)	1
▼ Special Food Services	7223	(85.1)	1	(88.5)	1	(86.2)	2
▼ Other Miscellaneous Store Retailers	4539	(75.2)	7	(71.8)	10	(75.0)	14
▼ Clothing Stores	4481	(71.4)	5	(68.1)	6	(75.2)	8
▼ Office Supplies, Stationery & Gift Stores	4532	(61.2)	5	(63.1)	7	(70.0)	10
▼ Home Furnishings Stores	4422	(56.6)	2	(61.0)	2	(58.8)	4
▼ Automobile Dealers	4411	(49.8)	1	(5.3)	3	(26.7)	4
▼ Drinking Places - Alcoholic Beverages	7224	(49.0)	6	(58.1)	6	(58.2)	11
▼ Specialty Food Stores	4452	(39.4)	2	(26.9)	3	(4.7)	6
▼ Book, Periodical & Music Stores	4512	(30.8)	3	(28.2)	4	(36.2)	5
▼ Sporting Goods/Hobby/Musical Instr	4511	(26.7)	6	(11.2)	8	(28.8)	12
▼ Building Material & Supplies Dealers	4441	(25.3)	2	(22.7)	3	(39.7)	8
▼ Other General Merchandise Stores	4529	(25.0)	1	52.6	2	33.6	3

Data Source: Esri Retail MarketPlace Profile, 2014; Esri and Dun & Bradstreet. © 2014 Dun & Bradstreet, Inc. All rights reserved.

Data Note: The polarity of surplus/leakage factors shown in this report (as compared to those shown in the original Esri reports) have been reversed to show a surplus factor as a positive value, and to show a leakage factor as a negative value. 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 (often indicative of a market where customers are drawn in from outside the trade area).

Summary

The preparation of this Market Snapshot document is only the beginning to an ongoing process to study, analyze and interpret the market and to identify and capitalize upon emerging opportunities that are consistent with the community's vision for Downtown Newton.

The Market Snapshot presents a portrait of the downtown Newton trade area today and, for certain demographic characteristics, anticipates changes that could occur over the next five years. Important demographic and lifestyle data analyzed reveal:

- ▶ The population within the various drive time areas is expected to decrease at five-year rates of 0.3% to 1.4% for population, while changes in households anticipate decreases of 0.0% to 1.3% across the various drive time areas. Projected five-year declines in the drive time areas run counter to growth rates forecast for the state of Iowa population (2.8%) and households (3.1%) during the same period.
- ▶ Median age is estimated in 2014 within a range of 41.9 to 42.4 years in the various drive time areas, as compared to the 2014 median age of 38.5 years estimated for the state population, which is expected to increase to 38.9 years by 2019.
- ▶ Consistent with state and national trends and the aging population, median age is expected to increase by about one year across the drive time through 2019.
- ▶ All income category figures are highest in the twenty-minute drive time area, where 2014 median household income is estimated at \$46,359, as compared to five- and ten-minute drive time area estimates of \$39,980 and \$41,438, respectively.
- ▶ Median household income is expected to grow at five-year rates ranging from 18.5% to 21.4% across the drive time areas, with the highest rate of growth anticipated to occur at the ten-minute drive time geography level. Median household income growth in the drive times is expected to exceed the 16.9% five-year rate of growth forecast for households statewide.
- ▶ Consumer expenditures for goods and services are generally consistent with income levels and patterns across the drive time areas, with most expenditure indices highest at the twenty-minute geography level, and where indices for the majority of spending categories are within 25 points of national spending averages.
- ▶ The Heartland Communities and Midlife Constants Esri Tapestry Lifestyle segments are dominant across the drive time areas, representing more than 45% of all twenty-minute drive time area households and most highly concentrated in the five- and ten-minute drive time areas. The Green Acres, Rustbelt Traditions and Salt of the Earth lifestyle segments appear with greater frequency in the twenty-minute drive time where, collectively, the three segments represent more than 31% of the area's households. The data and findings suggest that opportunities and strategies to increase downtown Newton's market share might be focused in three areas:
 1. Local, client and convenience-oriented marketing and business development strategies which appeal to characteristics and traits common to the two tapestry segments most prevalent across the drive time areas (Heartland Communities and Midlife Constants). These strategies are likely to emphasize local personalities, hometown customer service, local traditions and convenience.
 2. Extending regional appeal through intentional marketing, messages and events specifically designed to appeal to the lifestyle characteristics of the Green Acres, Rustbelt Traditions and Salt of the Earth lifestyle segments which, collectively, represent nearly one-third of all twenty-minute drive time area households.
 3. Continuing to capitalize on unique downtown anchors and attractions which have special appeal – and “pull” – for visitors and day-trippers traveling from areas beyond the twenty-minute drive time area.

Analysis of retail data and sales surplus & leakage estimates reveals areas of retail strength, and other areas that might represent prime opportunities for expansion and/or complementary product and service lines. Retail categories and subcategories which, based strictly on the analysis of ESRI Retail MarketPlace report data, appear to be areas of relative strength in the community and/or downtown include:

- ▲ Limited-Service Eating Places
- ▲ Used Merchandise Stores
- ▲ Auto Parts, Accessories & Tire Stores
- ▲ Lawn & Garden Equip & Supply Stores
- ▲ Gasoline Stations
- ▲ Electronics & Appliance Stores
- ▲ Health & Personal Care Stores
- ▲ Florists
- ▲ Grocery Stores
- ▲ Full-Service Restaurants

Retail categories, subcategories and product lines which, based solely on the analysis of ESRI data, might represent some of the best and most immediate opportunities for growth and expansion include:

- ▼ Shoe Stores
- ▼ Other Motor Vehicle Dealers
- ▼ Department Stores Excluding Leased Depts.
- ▼ Jewelry, Luggage & Leather Goods
- ▼ Special Food Services
- ▼ Other Miscellaneous Store Retailers
- ▼ Clothing Stores
- ▼ Office Supplies, Stationery & Gift Stores
- ▼ Home Furnishings Stores
- ▼ Automobile Dealers
- ▼ Drinking Places - Alcoholic Beverages
- ▼ Specialty Food Stores
- ▼ Book, Periodical & Music Stores
- ▼ Sporting Goods/Hobby/Musical Instruments
- ▼ Building Material & Supplies Dealers
- ▼ Other General Merchandise Stores

ESRI Retail MarketPlace report data and findings provide a good starting point for the design of an effective, market-driven business development strategy for downtown Newton. Still, retail categories and subcategories showing potential for expansion and growth based on ESRI data must be further analyzed and, with the contribution of local expertise, interpreted to better understand the local and regional conditions and factors that could be driving the results.

Identified areas of retail strength must also be further assessed to better understand and identify potential opportunities for complementary businesses and uses; opportunities for existing business to expand or introduce new product and service lines; potential opportunities for location-neutral businesses and enterprises; and potential business niche/clustering opportunities that capitalize upon existing retail sector strengths, retail and non-retail anchors, and area attractions.

Moving forward, it will be critical for the community to capitalize upon and leverage past and planned investments, and ongoing initiatives, to position downtown Newton as a local and regional attraction, economic engine and center for commerce.