

Taking Care of Business!

An analysis of economic regional data to support existing, assist start-up, and recruit new businesses

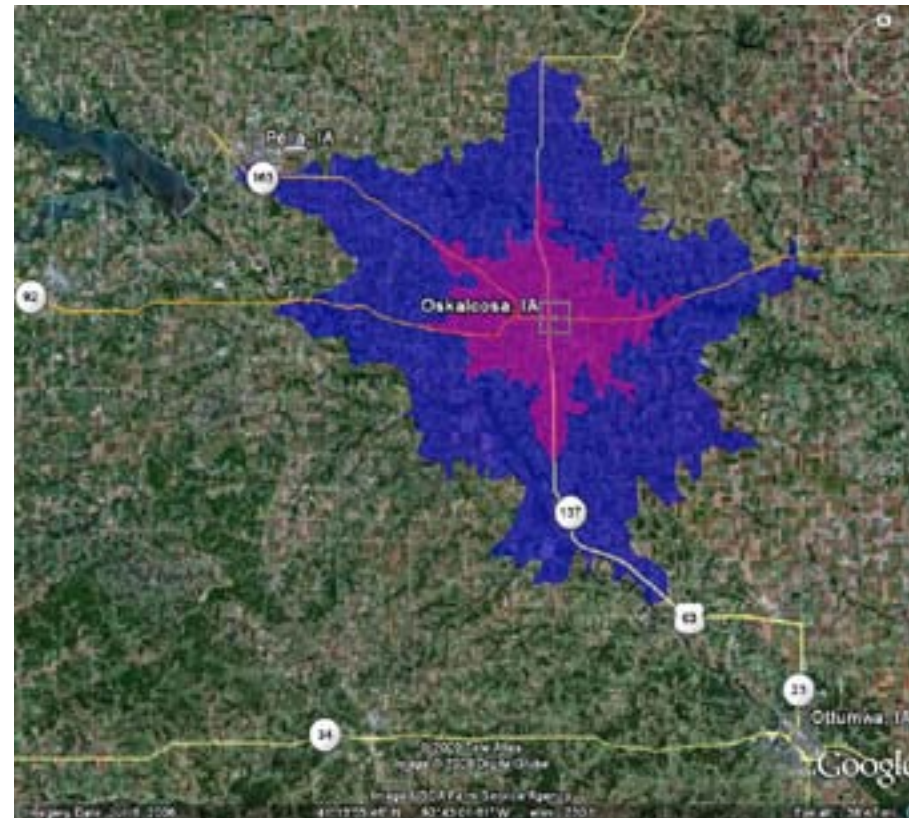


Prepared by
“Oskey on The Move”
 Sub-committee of Main Street/Oskaloosa Area Chamber and Development Group

Condensed from ESRI's Market Segmentation System 2009

Site Map

Below is a map showing the drive times of Oskaloosa from which the information in this brochure has been gathered. The pink color signifies a 5-minute drive time and the purple color highlights the 10-minute drive time.



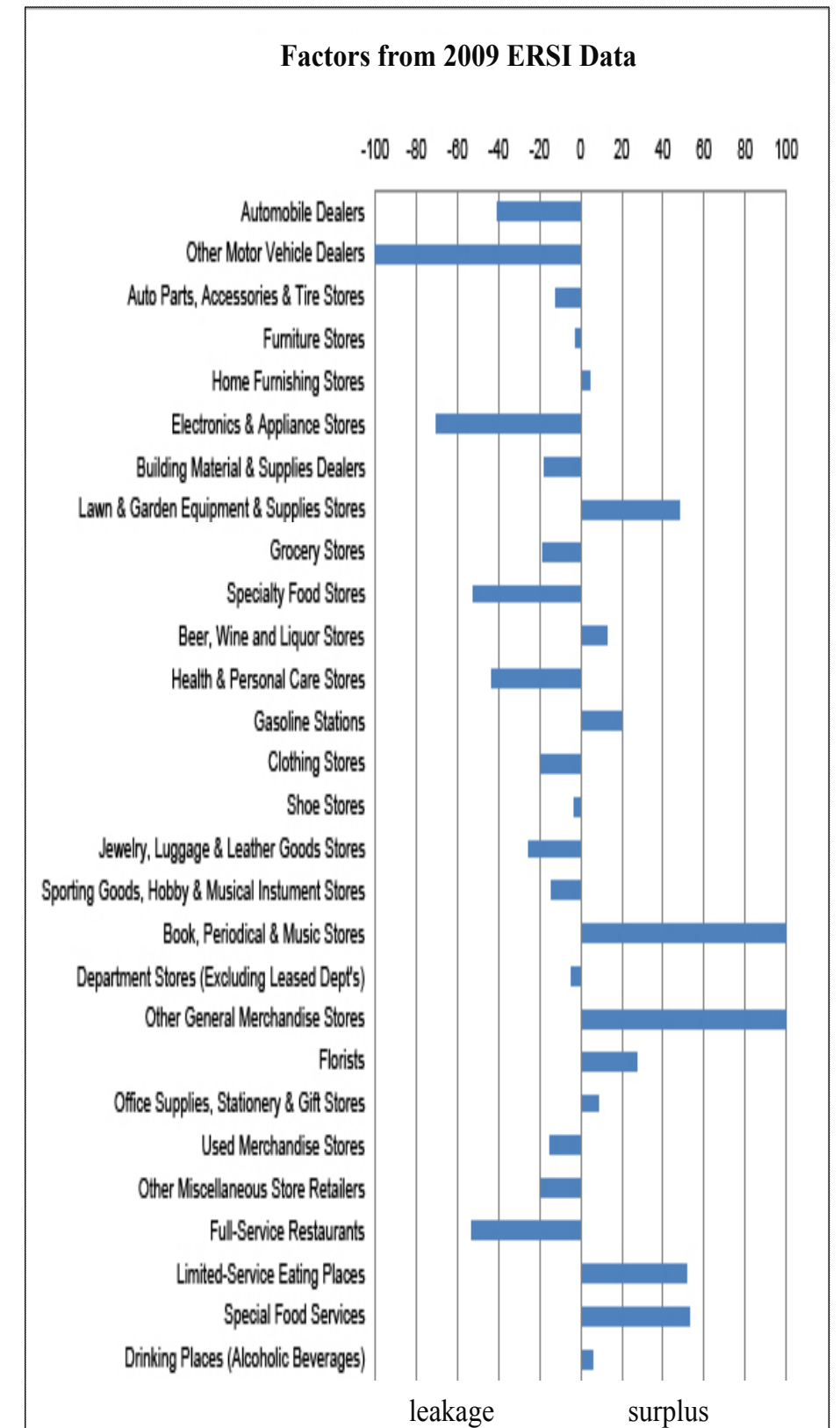
We look forward to your inquires about this publication and the opportunities to assist you in the many retail possibilities that exist in our market place.



“Oskey on the Move” will help your business cater to the correct Lifestyle Group and maximize its success!

Leakages and Surpluses

ESRI data also gave numbers on the leakages and surpluses that we have within Oskaloosa. A leakage is when you fall below potential sales based upon population whereas a surplus is when you exceed potential sales based upon population. The graph below illustrates the leakages and surpluses within a 10 minute drive time of Oskaloosa.



Who is 'Oskey on the Move?'

- » **Oskey on the Move** is a subcommittee of Main Street/Oskaloosa Area Chamber & Development Group created to research and provide information for the purpose of benefiting existing, start-up, and new businesses. It consists of business owners, economic development personnel and Chamber leadership all striving to make Oskaloosa a more positive business community.
- » **Oskey on the Move** believes that by knowing what type of individuals Oskaloosa consists of and what they enjoy doing will help business owners increase sales and expand volume.

Primed for Business

- » Oskaloosa is the oldest Main Street community in the state of Iowa, which makes Oskaloosa eligible to receive valuable information from the National Main Street program, Iowa Department of Economic Development (IDED) and Environmental Systems Research Institute (ESRI). This information is invaluable to making sure Oskaloosa businesses are at their best benefitting the business and the community.



**Are you primed for business?
Let "Oskey on the Move" help!**

- » Knowing the composition of Oskaloosa and potential customers is crucial when making business decisions. **Oskey on the Move can help** expand business tools by utilizing ESRI's market segmentation system, which classifies U.S. neighborhoods into 65 segments based on socioeconomic and demographic. Additional information regarding ESRI can be obtained on their web-site at www.esri.com.
- » Oskaloosa's population falls within 5 primary lifestyle groups. ESRI also shows Oskaloosa's leakages and surpluses. **Oskey on the Move** will be mentoring existing businesses utilizing information gathered to help market efforts and improve inventory fitting lifestyle needs of Oskaloosa which, in turn, will help businesses increase sales.
- » For those that are interested in opening a new business, this group will be able to provide leakage and surplus numbers needed in order to support business plans.

Oskaloosa's 5 Primary Lifestyle Groups

- » **Midlife Junction (MJ) Lifestyle Group** makes up 34% of Oskaloosa's population. This lifestyle enjoys full-service restaurants, shops and communicates via phone, internet and shops for bargains. They enjoy practicing yoga, attending country music concerts, refinishing furniture, reading romance novels, watching classic movies on DVD and attending auto races.
- » **Rustbelt Traditions (RT) Lifestyle Group** consists of 17% of Oskaloosa's population. This group consists of long time residents whom do not follow fads. They are financially conservative, they watch their pennies using coupons regularly and shopping at Sam's Club. 20% of this population attended college. They enjoy bowling, fishing, hunting and also attend auto races, country music shows and ice hockey games. 50% of this population works white collared jobs consisting of industry and manufacturing.



- » **Great Expectations (GE) Lifestyle Group** makes up 15% of Oskaloosa's population. This lifestyle group enjoys dining out and taking advantage of fast food restaurants and are also thrifty shoppers. They enjoy going to the movies and to nightclubs and shop at major discount and department stores.
- » **Heartland Communities (HC) Lifestyle Group** makes up 14% of Oskaloosa's population. These residents invest time and money in their cherished homes and communities. They enjoy tackling small home improvement projects and working in their gardens and mowing their own yards. They play bingo, do woodworking and enjoy outdoor activities such as hunting and fishing. They enjoy dining at steakhouses and shopping at Wal-Mart.

- » **Simple Living (SL) Lifestyle Group** consists of 11% of Oskaloosa's population. Community activities are very important to this group as well as serving on church and/or school boards. They enjoy racing, bicycling, canoeing, kayaking, fishing and team sports as well as playing chess and attending bingo nights. Simple living households spend wisely on a restricted budget and shop at discount stores.



- » The remaining 9% of Oskaloosa's population consist of various other fragmented lifestyles.

Lifestyle Group Statistics

The following chart compares statistics of Oskaloosa's 5 different lifestyle groups as defined in the paragraphs to the left.

	MJ	RT	GE	HC	SL
Median Age	41	36	33	42	40.5
Median Income	\$48,000	\$50,000	\$35,000	\$35,000	\$28,000
Median Net Worth	\$107,000	\$91,000	\$43,000	\$61,000	\$28,000
Median Home Value	\$153,000	\$107,000	\$115,000	\$85,000	\$47,000
Own Their Own Home*	67%	76%	50%	73%	48%

After viewing the 5 lifestyle groups that Oskaloosa is made up of, "Oskey on the Move" believes that this information is beneficial to both existing business owners as well as new businesses looking to grow in our area.

**Note: Percentages listed here are not referring to the entire Oskaloosa population but only making up the defined Lifestyle Group.*

If you would like to receive additional information, please contact:

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