# Site Recommendations for New State Liquor Facility

Steven Masschelin 10/23/17

#### **Objectives**

- 1. Based on 2016 state liquor transactions, identify possible correlations between demographics and sales.
- 2. Based upon previous, identify counties that have high demand for alcohol, a growing population base, and a low store saturation.
- 3. Provide recommendations on a level as to possible sites for new liquor store(s).

#### Iowa County Population and Percent Change

(from April 1, 2010 population estimates base to July 1, 2016)

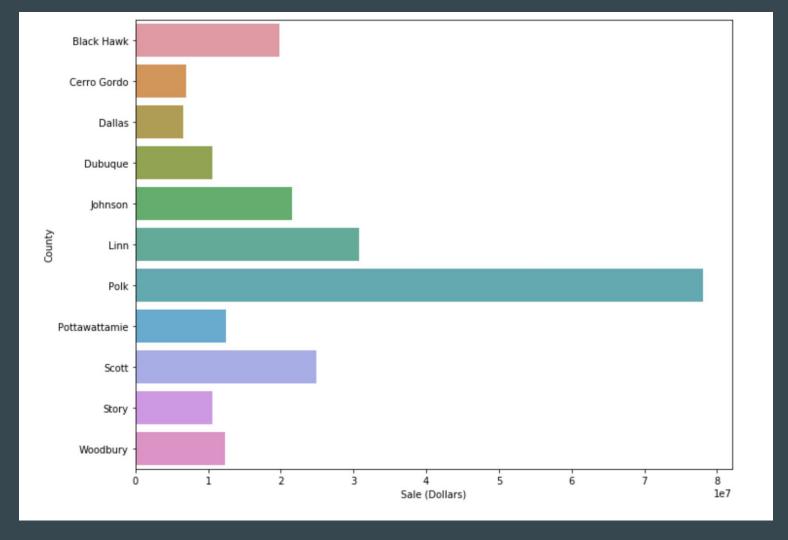
Lyon 11,754 1.5% Sioux 34,898	Osceola 6,064 -6.2% O'Brien 14,020	Dickinson 17,243 3.5% Clay 16.333	9,658 -6.3% Palo Alto 9,047	Kossuth 15,114 -2.8%	Winnebag 10,631 -2.2% Hancock 10,835	o Worth 7,572 -0.3% Cerro Gor 43,070	10,7 -0.1	63 9 % -	-2.4% ickasaw	Winneshie 20,561 -2.4%	ekAllam 13,8 -3.	884		
3.5%	-2.6% Cherokee	-2.0%	-4.0%	Humboldt	-4.5%	-2.4%	-2.6	% -	2,023 -3.3% Fremer	Fayette 20.054		ayton 7,590		
Plymouth 25,200 0.9%	11,508 -4.7%	20,332 0.4%	6,886 -5.8%	9,487 -3.3%	Wright 12,779 -3.4%	Franklir 10,170 -4.8%	14,7	er 91 %	24,798 2.2%	-4.0%	7	-3.0%		
Woodbury 102,779 0.6%	lda 6,985 -1.5%	Sac 9,876 -4.6%	Calhoun 9,846 -3.3%	Webster 36,769 -3.3%	Hamilton 15,076 -3.8%	Hardin 17,226 -1.8%	12,3	ndy 1:	ck Hawl 32,904 1.4%	Buchana 20,992 0.2%	17,3 -2.5	27 %	97,003 3.6% Jackson	
Monona 8,898 3.7%	16,9	940 20	0,437 9,	011 26	,532 97	,090 4	arshall 0,312 -0.8%	Tama 17,31 -2.5%	9 25,	699 22	inn 1,661 .9%	Jones 20,439 -1.0% Cedar	-1.9% Clinton 47,309	
44 خ	,149 11	1,800 5,	lubon Guth 678 10,63 .2% -3.09	25 84,5	16 474,0	045 36	sper 5,708 0.4%	Powesh 18,53 -2.0%	3 16	311 14	nnson 6,547 2.0%	18,454 -0.2% Muscati	-3.7% Scott 172,474 ine 4.4%	
Z.	93,582 0.5%	13, -5.	7% -7.7	92 15,8 7% 1.1	48 49,6 % 7.5	691 33, % -0.	189 2 4% -	ahaska 2,181 0.9%	10,11 -3.79	6 2.79	B1   E	42,94 0.4% ouisa 1,142		
	Mills M 14,972 -0.6%	10,225 -4.8%	y Adams 3,693 -8.3%	Union 12,420 -0.9%	9,309 0.2%	Lucas 8,647 -2.8%	7,870 -1.3%	34,	982 8%	7.4%	9,77Be	2.2% s Moine 39,739	s	
	Fremont 6,950 -6.6%	Page 15,391 -3.5%	Taylor 6,216 -1.6%	Ringgold 5,068 -1.2%	Decatur 8,141 -3.7%	Wayne 6,452 0.8%	Appanoo 12,462 -3.3%	2 8,8	360	7,271 -3.9%		-1.5%		
											3.59	%		

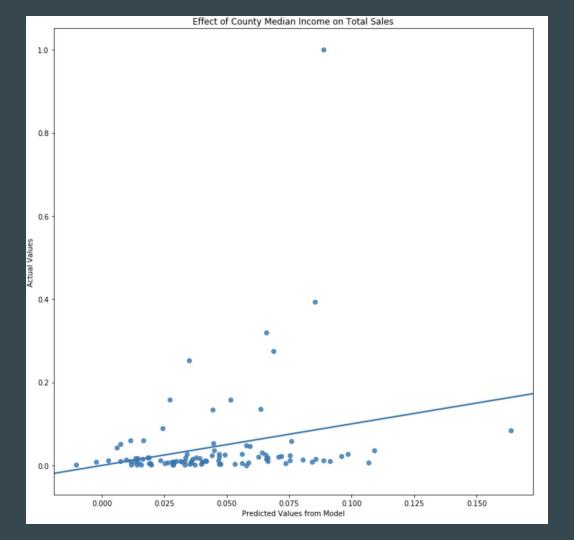


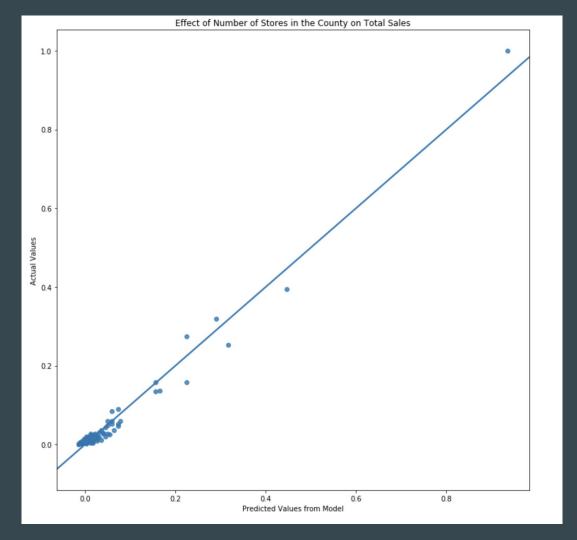
Source: U.S. Census Bureau, Population Division, https://www.census.gov/programs-surveys/popest.html
Source agency release date: March 23, 2017
Prepared by: State Data Center Program, Iowa Library Services, 800-248-4483, http://www.iowadatacenter.org

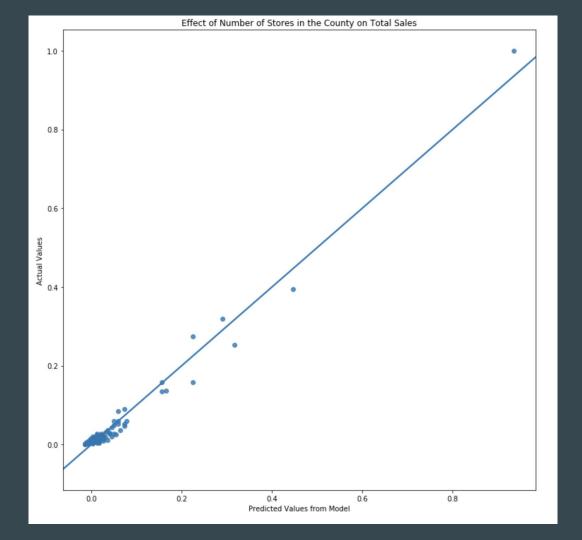
### Top Three Picks

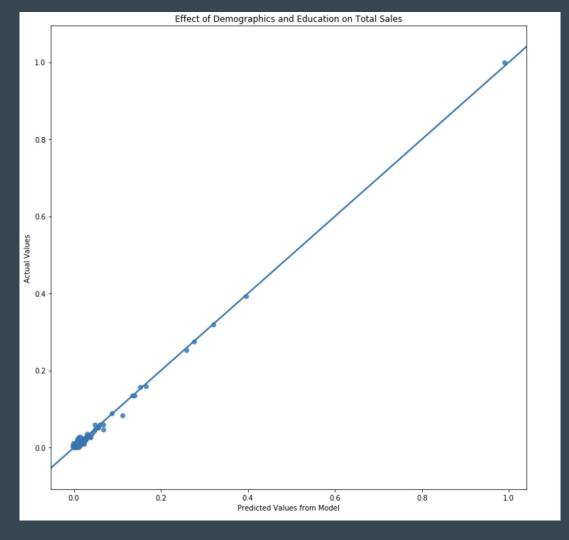
- Dallas County
  - Pros: Rapidly expanding, highest median salary in the state, urban environment
  - Cons: Low population, low current consumption
- Linn County
  - Pros: Expanding, urban environment, well established population base, ISU located within county.
  - Cons: Lowest median salary on list, second largest number of stores per county in State
- Polk County
  - Pros: Largest Metro region in state; large population
  - Cons: May be oversaturated with respect to number of stores











#### Final Recommendation:

Dallas County

#### Takeaways

- Based upon our models, an increase in metropolitan population, the number of liquor store within the county, and the total population of college educated, 25+ years of age citizens, contributes the most towards increase in sales.
- Dallas, Polk, and Linn Counties all represent good potential locations for expansion.
- Dallas County is our final recommendation for all the reasons given previously.

## Questions