

Site Recommendations for New State Liquor Facility

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Steven Masschelin

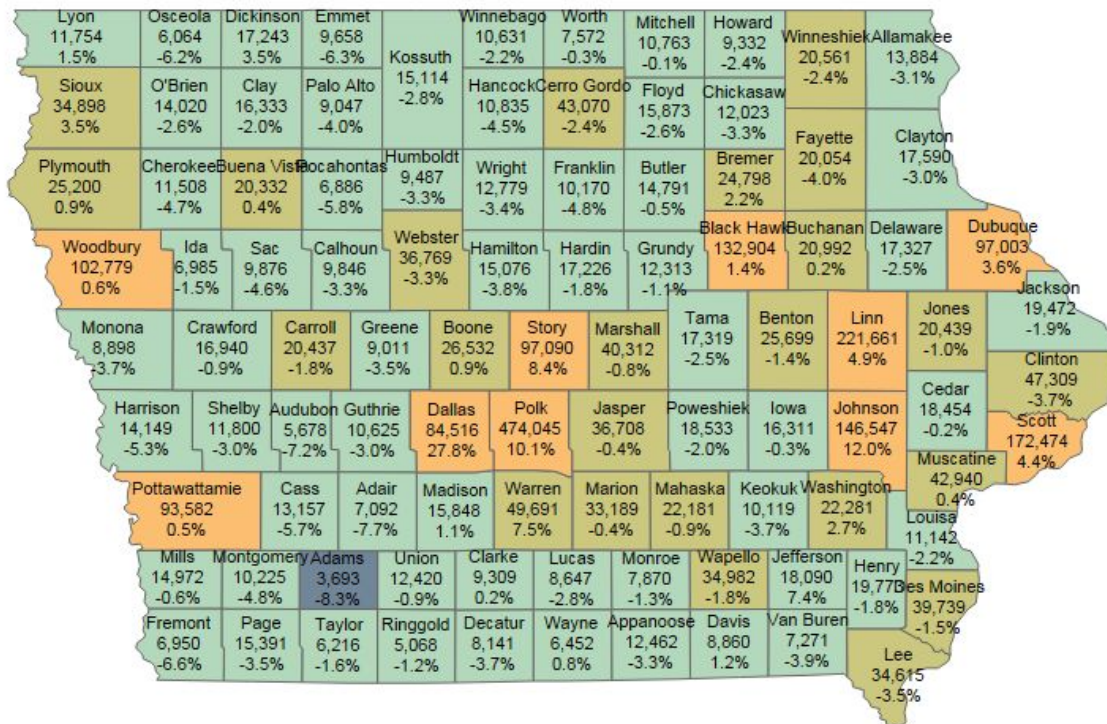
10/23/17

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)

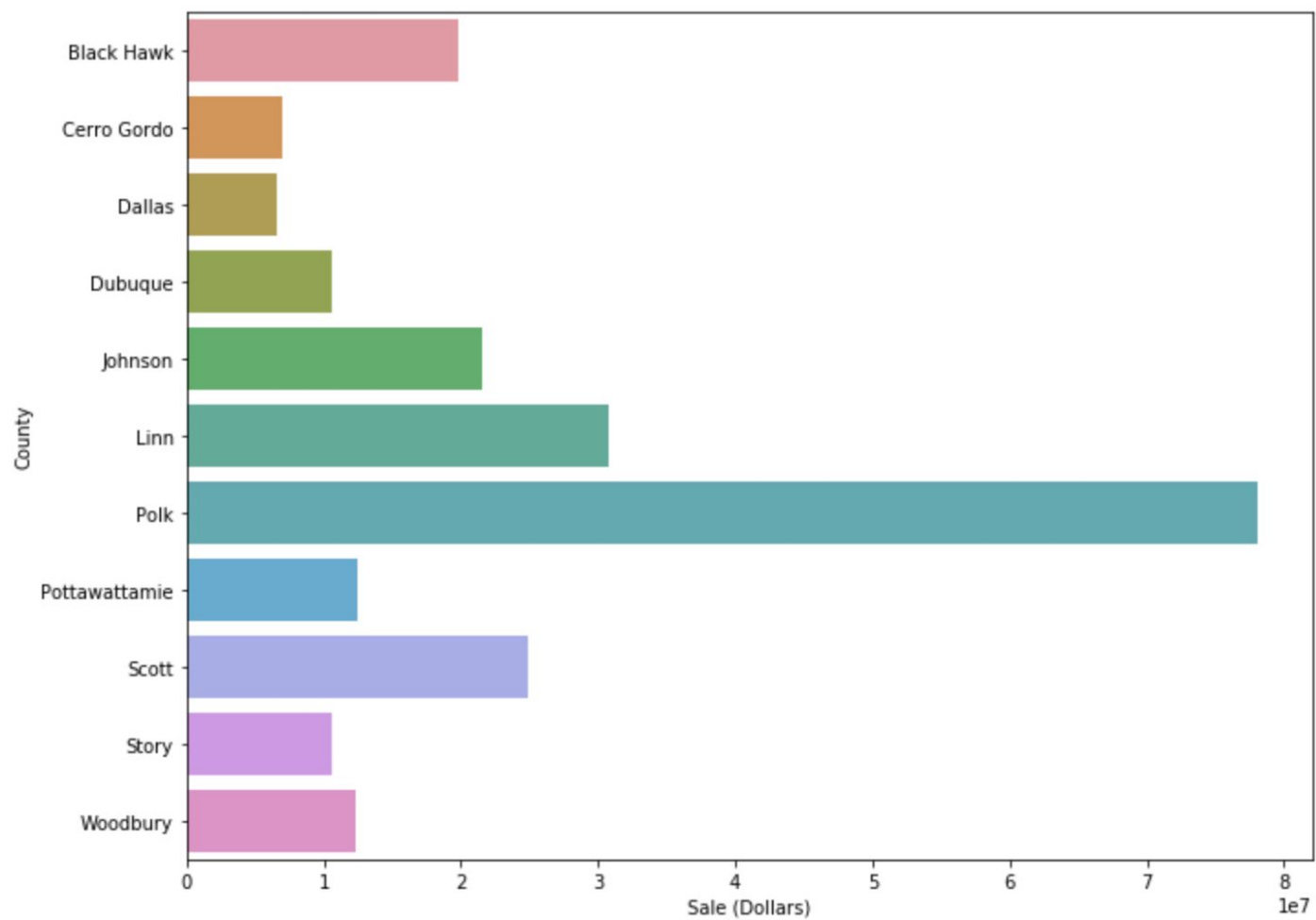


Under 5,000
5,000-19,999
20,000-64,999
65,000 or more

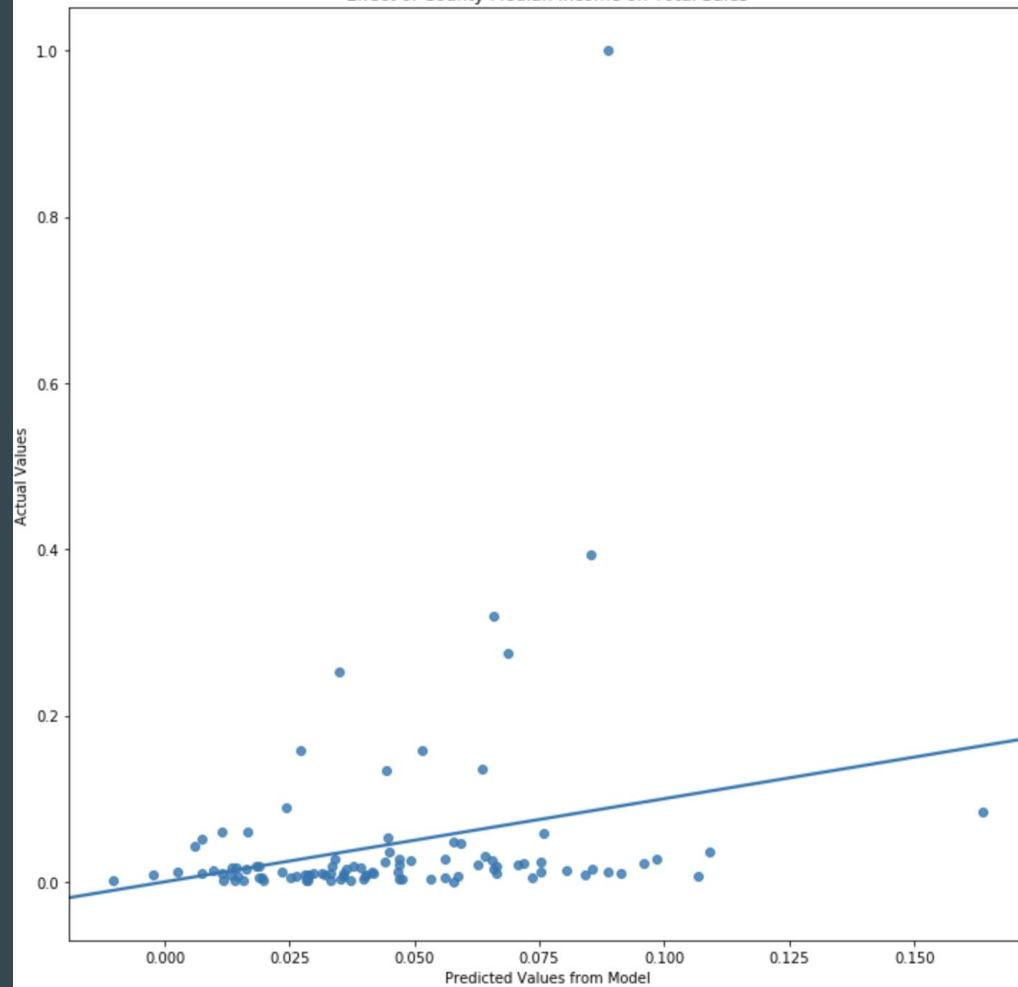
Source: U.S. Census Bureau, Population Division,
<https://www.census.gov/programs-surveys/popest.html>
Source agency release date: March 23, 2017
Prepared by: State Data Center Program, Iowa Library Services,
800-248-4483, <http://www.iowadatacenter.org>

Top Three Picks

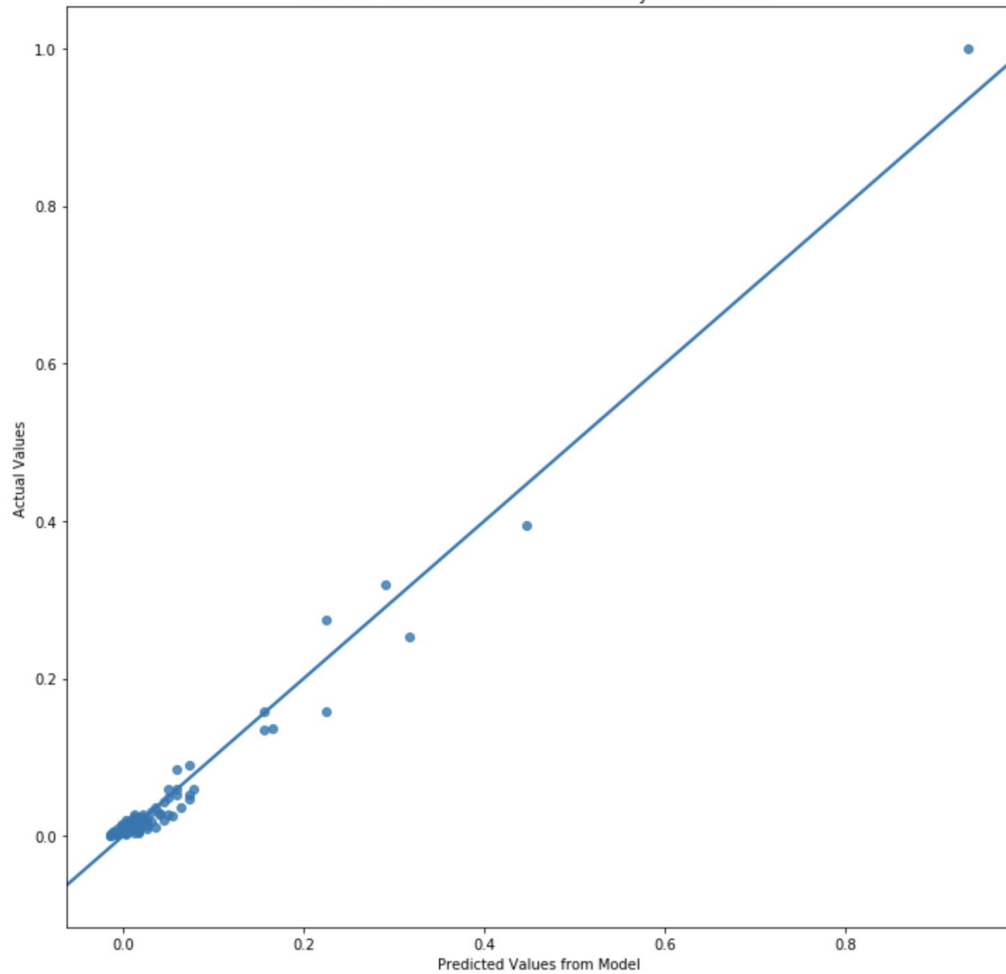
- Dallas County
 - Pros: Rapidly expanding, highest median salary in the state, urban environment
 - Cons: Low population, low current consumption
- Linn County
 - Pros: Expanding, urban environment, well established population base, ISU located within county.
 - Cons: Lowest median salary on list, second 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



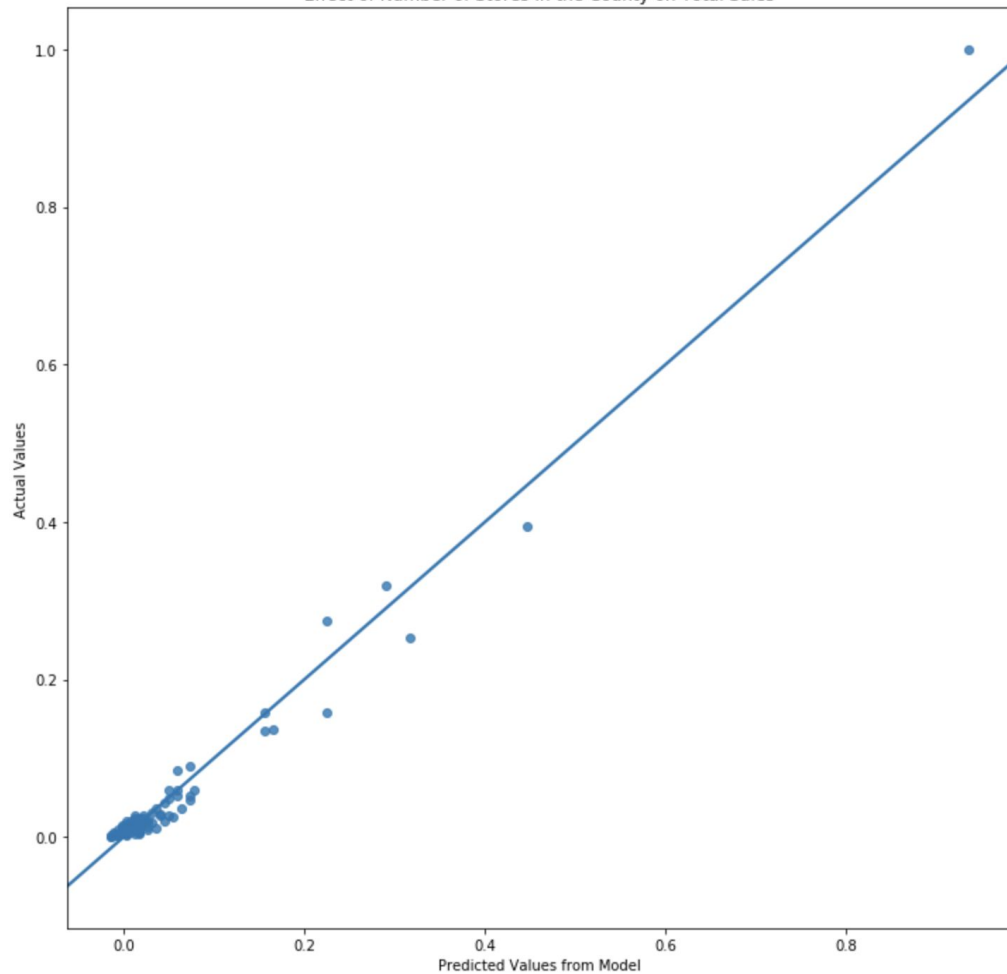
Effect of County Median Income on Total Sales



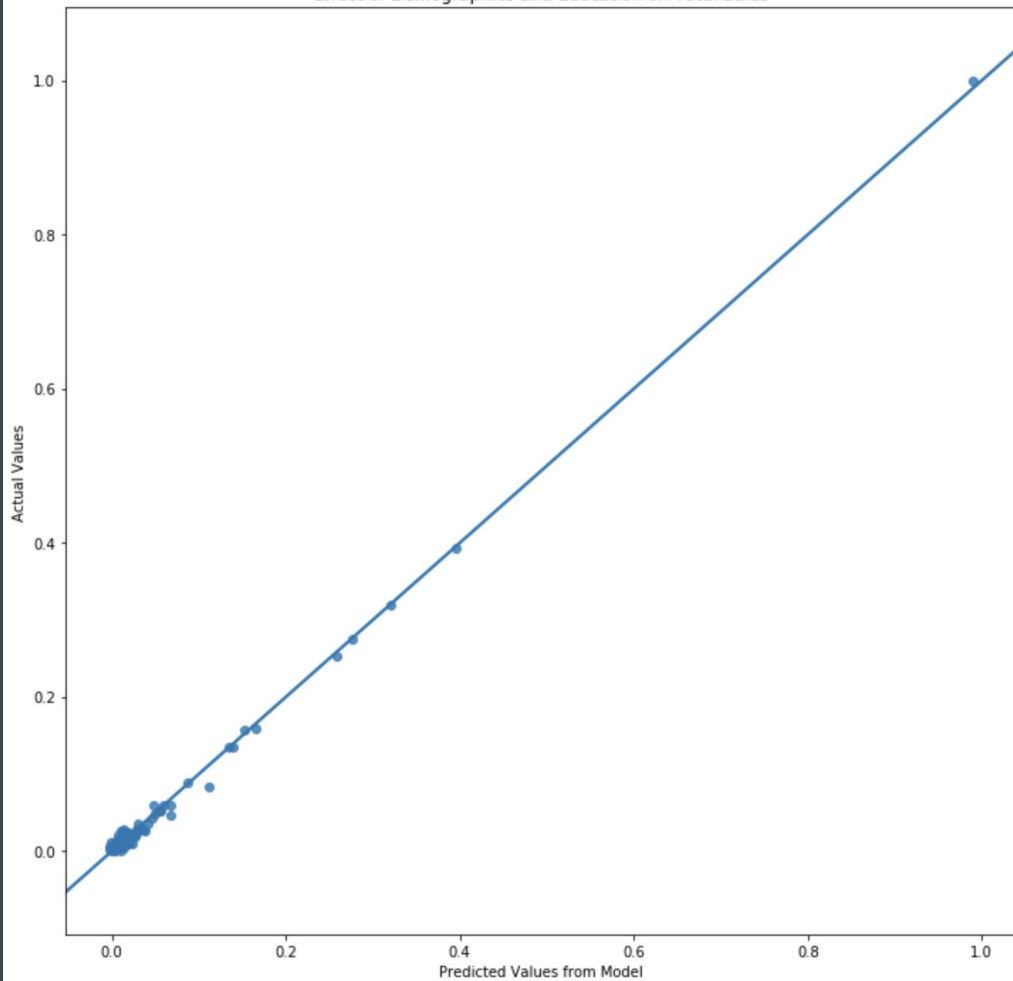
Effect of Number of Stores in the County on Total Sales



Effect of Number of Stores in the County on Total Sales



Effect of Demographics and Education on Total Sales



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