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A Report on Selected

IOWA TRADE AREAS

For

John Haluska

D M H Corporation

Red Lake Falls, Minnesota

Prepared By

The Research Division
Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309

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TRADE AREAS

Trade areas are a nebulous thing, almost impossible to define without complete statistical input. Normally, a trade area will be irregularly shaped because of the variable effects of population concentrations, characteristics of that population, highway topography and the product being considered.

Circles have been used in this presentation to define, in general terms, those trade areas suggested for consideration. The circular areas are approximations, at best, which should be revised when parameters are established.

Mobile Home Manufacturers

	<u>1969</u>	<u>1970</u>		<u>1969</u>	<u>1970</u>
Alabama	44	46	Oregon	13	17
Arizona	8	11	Pennsylvania	42	50
Arkansas	16	18	Rhode Island	0	0
California	77	92	South Carolina	20	26
Colorado	3	6	South Dakota	4	3
Connecticut	0	1	Tennessee	9	13
Delaware	0	0	Texas	63	72
Florida	54	61	Utah	2	1
Georgia	71	78	Virginia	10	14
Idaho	13	15	West Virginia	2	1
Illinois	4	6	Wyoming	1	1
Indiana	69	88	Washington	2	4
IOWA	4	7	Vermont	0	0
Kansas	26	24	Wisconsin	11	16
Kentucky	20	20	Washington D.C.	0	1
Louisiana	13	10			
Maine	0	0	Totals-Midwest	<u>90</u>	<u>111</u>
Maryland	1	2			
Massachusetts	1	2	Totals-U. S.	<u>736</u>	<u>879</u>
Michigan	28	31	(143 increase)		
Minnesota	8	14			
Mississippi	8	11	Midwest % U.S.	12.2%	12.6%
Missouri	13	14			
Montana	0	1	Iowa % Midwest	4.4%	6.3%
Nebraska	20	27			
Nevada	0	0			
New Hampshire	3	3			
New Jersey	0	1			
New Mexico	2	2			
New York	0	1			
North Carolina	28	34			
North Dakota	1	2			
Ohio	12	18			
Oklahoma	10	14			

Source: Mobile Home & Recreational
Vehicle Dealer Magazine
1970 and 1971 issues

TEX WILLETT CO., INC.

CP 3350 Hwy. 20 W., Waterloo, IA 50701. Ph: AC 319-234-6907. In business since 1963. Robt. C. Willett, pres. & s.m.; J. R. Willett, g.m., head p.a., plt. mgr. & prod. mgr.; Wendell Meachin, p.a.

TOUR-A-HOME, INC.

TC (Branch of Tour-A-Home, Inc., Port Huron, Mi.) Old Hwy. 30 E & Airport Rd., Boone, IA 50036. Ph: AC 515-432-8033. Henry Bowers, plt. mgr.; Mac McKim s.m.

TRAIL-IT COACH MFG. CO., INC.

AO 4549 N.E. 22nd St., Des Moines, IA 50313. Ph: AC 515-265-1429. In business since 1955. E. O. Vantrees, pres. & g.m.; Dave Vantrees, s.m., p.a. & plt. mgr.

V.I.P. MOTOR HOMES, INC.

SO 5830 - 2nd Ave., Des Moines, IA 50313. Ph: AC 515-283-2744. In business since 1969. Robt. Lubetkin, pres.; Fred Novak, g.m. & plt. mgr.; Wm. R. Harden, s.m.; P. Flensing, p.a.; Ery Ogland, plt. supt.

WINNEBAGO IND., INC.

TC P.O. Box 152, Forest City, IA 50436. Ph: AC 515-582-3535. In business since 1959. John K. Hanson, pres. & s.m.; Gerald Boman, v.p. mfg.; Dewey Calloway, p.a.

MANUFACTURERS of MOBILE/MODULAR HOUSING and RECREATIONAL VEHICLES — 1971 —

LEGEND

Letters in margin to left of each manufacturer listing indicate the type of units produced by the plant.

- A—Manufacturer of Amphibious Trailers
- B—Manufacturer of Truck Campers
- C—Manufacturer of Folding Campers
- D—Manufacturer of Modular Units
- E—Manufacturer of Mobile Homes, Sectional Housing (Doublewides), etc.
- F—Manufacturer of Office Units and Commercial Models
- G—Manufacturer of Pickup Covers, Caps
- H—Manufacturer of Self-propelled Trailers (Motorhomes)
- I—Manufacturer of Travel Trailers
- J—Van Conversions

Branch plants are listed separately, by state, and, as in other manufacturer listings, address, phone and names of plant personnel are given.

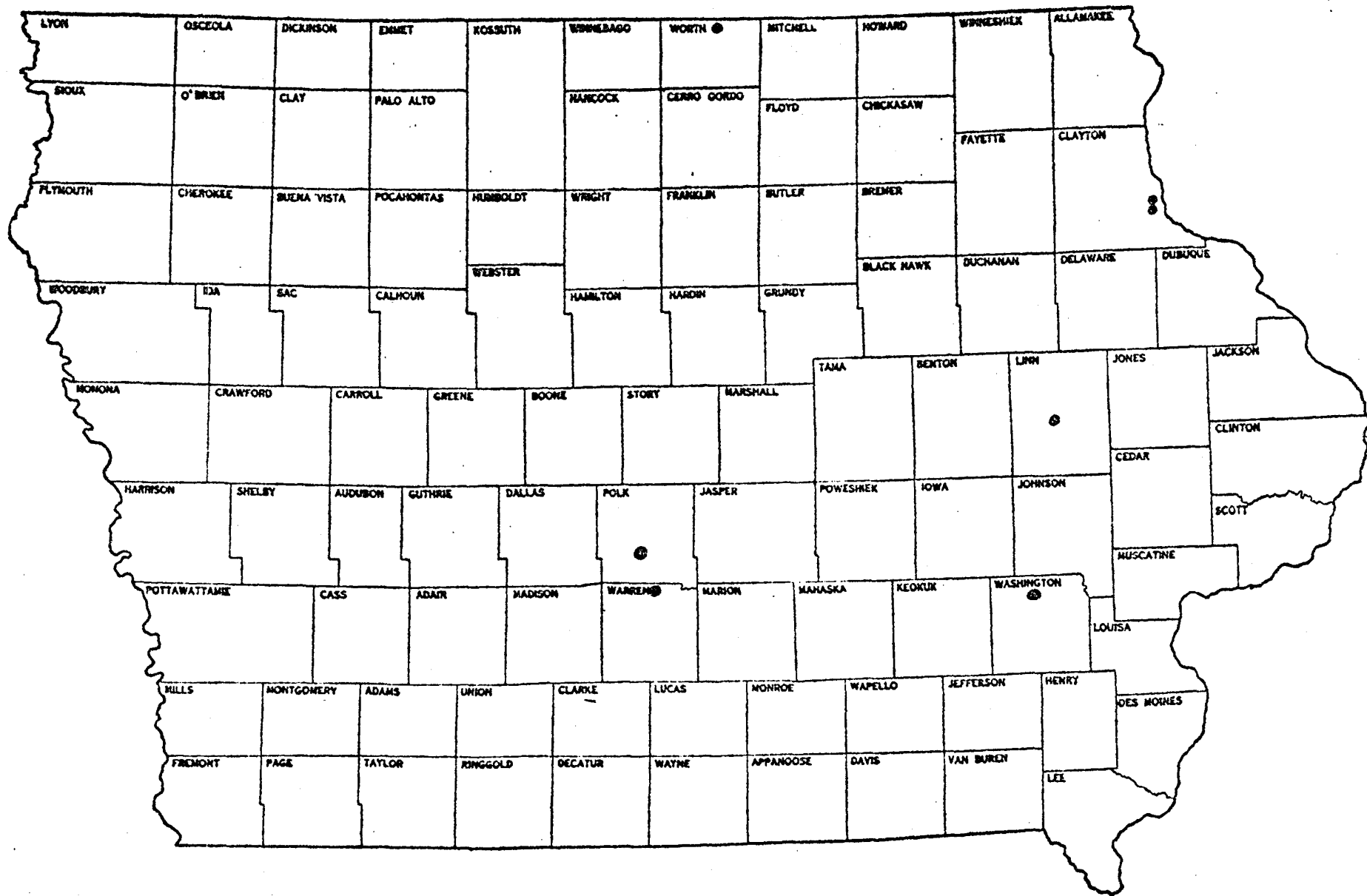
IOWA

- ADVANCE BEAUTY MARK HOMES, INC.**
H P.O. Box 1126, Davenport, IA 52805.
- ATLAS RECREATIONAL VEHICLES, INC.**
S Hwy. 106 W., P.O. Box 1218, Mason City, IA 50401.
Ph: AC 515-424-4023. W. R. Urquhart, pres.; John Evans, Jr., sec. & treas.
- BOISE CASCADE RECREATIONAL VEHICLE DIV.**
S (Boise Cascade Mobile Housing Group, Atlanta, Ga.)
P.O. Box 410, Hwy. 106 West, Mason City, IA 50401.
Ph: AC 515-423-9510. Chas. E. Rhodes, plt. supt.; Raymond R. Tripp, prod. mgr.; Erwin J. Hoch, s.m.; Howard Brinkman, p.a.
- CARDINAL-CRAFT, INC.**
M 675-44th St., Marion, IA 52302. Ph: AC 319-377-8224.
In business since 1970. John Rosenberg, pres.; Terry V. Stephenson, exec. v.p. & g.m.; Don Westrom, s.m.; Harvey L. Hixson, p.a.; Duane M. Valley, pit. mgr.
- CLAYTON CRAFT, INC.**
MH Acre St., Guttenberg, IA 52052. Ph: AC 319-252-1526.
OC In business since 1966. Geo. Maitre, pres., g.m. & p.a.; Kenneth Neverman, s.m.
- DENISON HOMES, INC.**
C 603 S. 15th St., Denison, IA 51412. Ph: AC 712-263-4625. In business since 1969. Meryl Schraeder, pres.
- FOUR WINDS RECREATIONAL PRODUCTS, INC.**
P 225 State St., (Riverdale), Bettendorf, IA 52722. Ph: AC 319-359-0414. In business since 1968. H. K. Bauber, pres.; Mike Dolan, s.m.
- GENERAL COACH MFG., INC.**
CP 138 Main St., St. Charles, IA 50240. Ph: AC 315-396-2825. In business since 1962. Robt. C. Keeney, pres.; Jerry Talley, s.m.; Paul Downs, plt. mgr.
- H & T IND., INC.**
M P.O. Box 116, 600 Central, Northwood, IA 50459. Ph: AC 615-324-1852. In business since 1969. Duane Thompson, pres.
- HILTON HOMES**
MH (Sub. LCA Modular Enterprises, Inc.) Box 549, Guttenberg, IA 52052. Ph: AC 319-252-1420. In business since 1957. John Oling, pres.; Ron Johnson, s.m.; David Baldwin, head p.a.; Robt. Ernster, plt. mgr.; Louis Kickbush, p.a.; Elmer Radabaugh, plt. supt.
- HYLAND MFG., INC.**
M 220 First St., Coltsie, IA 50047. Ph: AC 515-989-3251.
In business since 1960. Robt. L. Hyland, pres.; Dean Bell, g.m. & plt. mgr.; Graham Jeanbey, s.m.; Edward Bell, p.a.

IOWA CUSTOM CRAFTS

- CP South 4th Ave., Winterset, IA 50273.
- KALONIAL IND., INC.**
MH P.O. Drawer Q, Kalona, IA 52247. Ph: AC 319-656-2247. In business since 1969. Clarence P. Cox, pres.; Truman H. Clive, g.m.; Jas. Pickering, s.m.; Robt. Roberts, p.a.; Robt. McKowen, prod. mgr.
- KAYOT FORESTER**
T (Div. Kayot, Inc.) Hwy. 69 S., Forest City, IA 50430.
Ph: AC 515-582-3943. In business since 1958. Gene Biedscheid, pres.; Frank Unga, g.m.; Jim Sturm, s.m.; Marlen Hanson, p.a.
- NORTH AMERICAN MFG. CO.**
S P.O. Box 1917, Sioux City, IA 51102. Ph: AC 712-944-5111. In business since 1946. J. W. Fleck, pres. & g.m.; M. L. Moreland, v.p. & g.s.m.; C. R. Trautman, p.a.; D. P. Dillman, s.m.; Roland Holder, plt. supt.
- SANDLER BILT HOMES**
MH (Div. U.S. Homes, Inc.) 5390 2nd Ave., Des Moines, IA 50316. Ph: AC 515-243-3256. In business since 1968. Mike Koufer, v.p. & s.m.; Leonard Meier, plt. mgr. & p.a.; John Pelds, plt. supt.
Plant: Boone, IA.
- SANDLER BILT HOMES**
H (Branch of Sandler Bilt Homes, Des Moines, Ia.) Old Hwy. 30, P.O. Box 184, Boone, IA 50036. Ph: AC 515-432-7667. John Pelds, plt. supt.; Leonard J. Meier, s.m. & p.a.
- SOLAR HOMES CO., INC.**
H 702 2nd Ave., Des Moines, IA 50319. Ph: AC 515-283-2411. Edward M. Lundquist, pres.
- SHIPP-ETTE MOBILE HOMES, INC.**
TC 185 1/2 Independence Ave., P.O. Box 2576, Waterloo, IA 50705. Ph: AC 319-234-1579. In business since 1958. Robt. L. Reid, pres., g.m. & s.m.; D. M. Nelson, p.a.
- STANDARD ENGINEERING CO.**
AO 2216 5th Ave., S., Ft. Dodge, IA 50501. Ph: AC 515-576-1185. In business since 1949. Harlan Rogers, pres.; John A. Rogers, g.m.; Geo. Calhoun, s.m.; Dick Schmidt, p.a.; Dick Eppings, plt. mgr.; Don Scharf, plt. supt.
- TEMPO HOMES, INC.**
H P.O. Box 4949, Cedar Rapids, IA 52404. Ph: AC 319-366-0793. In business since 1967. Carroll T. Montbrook, pres.

Mobile Home Manufacturing Plants in Iowa



1970

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1961 and 1962. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the City of Bettendorf, with population less than 15,000 are also included as submitted.

	1961				1962			
	NEW DWELLINGS		REMODELED		NEW DWELLINGS		REMODELED	
	No.	Value	No.	Value	No.	Value	No.	Value
Des Moines	763	\$12,897,581	744	\$1,264,734	604	\$11,522,697	651	\$944,727
Sioux City	345	5,722,597	156	449,169	317	4,659,153	124	287,077
Davenport	409	5,648,967	353	474,084	360	4,549,064	295	392,423
Bettendorf	206	2,590,779	16	38,273	202	2,649,836	16	24,820
Cedar Rapids	491	6,296,265	1669	1,012,485	566	9,333,005	1672	969,750
Waterloo	379	4,948,132	716	655,787	251	3,007,214	657	642,550
Dubuque	309	3,919,500	492	524,956	208	2,730,500	861	576,493
Council Bluffs	204	3,142,722	167	216,150	192	2,413,503	262	289,930
Ottumwa	72	1,002,180	164	245,500	55	1,608,000	145	166,925
Burlington	78	1,002,675	121	163,180	74	981,225	105	100,615
Clinton	75	1,199,050	70	75,821	66	1,361,300	70	81,734
Mason City	122	1,279,500	418	320,457	121	1,253,900	500	504,187
Iowa City	201	3,701,718	90	278,863	214	4,693,409	82	233,059
Fort Dodge	84	1,580,856	293	285,406	68	936,900	208	247,767
Ames	148	2,393,000	119	363,235	147	2,412,000	123	284,405
Marshalltown	121	1,402,400	82	94,081	131	1,674,000	91	300,419
Muscatine	67	899,174	218	122,611	81	994,030	214	148,335
Keokuk	29	459,100	2	6,000	29	449,900	4	11,000
Cedar Falls	130	1,989,080	318	272,349	100	1,360,160	364	257,117
Newton	56	727,637	86	155,082	71	973,138	138	106,199
Fort Madison	44	756,450	36	69,550	20	402,900	46	69,365
Total (Excluding Bettendorf)	4187	61,968,584	6314	7,087,773	3675	57,315,998	6612	6,614,077
Total (Including Bettendorf)	4333	63,559,363	6330	7,049,500	3877	59,965,834	6628	6,638,897

Compiled by
 Division of Public Health Engineering
 State Department of Health
 Des Moines, Iowa

Release Friday Noon February 5, 1965

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1963 and 1964. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the City of Bettendorf, with population less than 15,000 are also submitted.

	1963				1964			
	NEW DWELLINGS		REMODELED		NEW DWELLINGS		REMODELED	
	No.	Value	No.	Value	No.	Value	No.	Value
Des Moines	579	\$9,546,571	579	\$899,620	529	\$12,811,547	590	\$934,065
Sioux City	163	2,666,774	99	158,092	168	2,853,899	125	225,744
Davenport	433	8,038,561	473	558,755	436	7,559,146	462	567,846
Bettendorf	255	3,369,626	19	25,122	334	4,291,737	106	121,387
Cedar Rapids	654	9,355,419	1512	858,841	770	15,141,472	1515	854,155
Waterloo	269	2,674,781	465	477,784	227	4,814,971	444	525,296
Dubuque	242	3,136,000	521	355,420	327	4,308,500	365	372,172
Council Bluffs	159	1,718,222	323	405,731	175	2,222,891	254	240,066
Ottumwa	44	634,550	262	227,846	47	625,900	323	287,579
Burlington	66	956,000	102	146,775	86	1,558,500	132	158,791
Clinton	31	1,533,750	69	106,531	126	2,635,450	70	122,469
Mason City	61	683,500	406	291,544	66	1,082,500	328	203,870
Iowa City	211	5,052,330	62	208,008	275	6,103,121	88	286,259
Fort Dodge	59	943,109	226	973,788	111	1,672,500	227	234,930
Ames	136	2,514,000	121	661,970	165	3,048,000	126	405,093
Marshalltown	111	1,459,600	82	283,925	153	2,024,075	97	152,997
Muscatine	88	1,206,700	179	110,711	89	1,239,929	212	193,692
Keokuk	29	413,100	None		41	601,303	149	113,516
Cedar Falls	83	1,227,850	350	225,196	91	1,451,850	400	378,180
Newton	68	925,477	200	204,734	72	1,049,702	149	206,619
Fort Madison	10	151,000	43	62,840	14	181,250	43	52,549
Totals (Excluding Bettendorf)	3546	54,837,294	6079	7,218,111-3968	72,991,506	6099	6,524,888	
Totals (Including Bettendorf)	3801	58,206,920	6098	7,243,233-4302	77,283,243	6205	6,646,275	

Compiled by
 Division of Public Health Engineering
 State Department of Health
 Des Moines, Iowa 50319

Fort Dodge -- No reports submitted for December 1964

Fort Madison -- No reports submitted for January, February, March, October 1964

Released Wednesday Noon January 25, 1967

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1965 and 1966. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the Cities of Bettendorf and Marion, with population less than 15,000 are also submitted.

	1965		1966		1965		1966	
	NEW DWELLINGS No. Value	REMODELED No. Value	NEW DWELLINGS No. Value	REMODELED No. Value	NEW DWELLINGS No. Value	REMODELED No. Value		
Des Moines	591 \$14,507,863	492 \$688,252	386 \$13,524,750	482 \$980,924				
Sioux City	265 4,764,001	102 257,716	229 3,897,918	114 198,628				
Davenport	561 10,660,990	423 438,063	430 7,231,705	330 531,042				
Bettendorf	306 4,282,169	141 131,753	247 3,461,771	167 160,156				
Cedar Rapids	785 15,004,423	1631 882,330	562 8,875,616	1195 743,561				
Marion	208 2,913,900	156 84,074	132 1,925,450	189 140,320				
Waterloo	261 4,293,301	385 546,688	262 5,688,515	488 558,754				
Dubuque	347 5,289,500	518 378,444	270 4,368,000	726 451,815				
Council Bluffs	107 2,033,354	329 334,385	38 1,634,187	222 224,375				
Ottumwa	48 1,030,300	318 266,928	28 499,500	207 224,314				
Burlington	79 1,204,000	96 250,765	87 1,778,660	111 472,983				
Clinton	114 2,474,700	61 92,550	77 1,555,300	62 102,034				
Mason City	68 963,000	344 258,880	57 758,000	421 299,340				
Iowa City	413 13,753,369	80 442,691	232 6,985,547	89 493,812				
Fort Dodge	140 2,069,719	235 255,385	69 1,064,772	203 291,499				
Ames	227 5,501,500	168 569,782	166 3,377,500	121 639,865				
Marshalltown	149 2,166,500	68 143,127	146 2,149,010	55 130,150				
Muscatine	101 1,473,652	120 117,442	110 1,751,830	86 112,736				
Keokuk	24 381,500	118 230,240	44 874,200	100 96,170				
Cedar Falls	130 3,359,780	283 287,461	101 2,977,680	310 360,225				
Newton	57 968,457	143 247,522	70 1,741,893	103 207,077				
Fort Madison	11 151,100	38 48,470	34 581,400	37 72,975				
Total Exc. Marion & Bettendorf	4478 \$92,047,982	5952 \$6,737,121	3398 \$71,315,983	5462 \$7,192,279				
Total Inc. Marion & Bettendorf	4992 \$99,244,051	6249 \$6,952,948	3777 \$76,703,204	5818 \$7,492,755				

Compiled by
Environmental Engineering Service
State Department of Health
Des Moines, Iowa 50319

Released Monday noon January 29, 1968

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1966 and 1967. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the Cities of Bettendorf and Marion, with population less than 15,000 are also submitted.

	NEW DWELLINGS		1966 REMODELED		1967 NEW DWELLINGS		REMODELED	
	No.	Value	No.	Value	No.	Value	No.	Value
Des Moines	386	13,524,750	482	980,924	467	14,833,147	520	1,068,986
Sioux City	229	3,897,918	114	198,628	261	5,677,871	131	219,666
Davenport	430	7,231,705	330	531,042	500	9,646,530	443	647,254
Bettendorf	247	3,461,771	167	160,156	246	3,601,702	39	79,787
Cedar Rapids	562	8,875,616	1195	743,561	688	13,505,155	1611	968,341
Marion	132	1,925,450	189	140,320	189	2,914,700	185	139,419
Waterloo	262	5,688,515	488	558,754	354	5,995,114	416	588,923
Dubuqua	270	4,368,000	726	451,815	204	2,979,000	360	350,373
Council Bluffs	38	1,634,187	222	224,375	27	401,792	175	164,552
Ottumwa	28	499,500	207	224,314	42	728,000	208	200,467
Burlington	87	1,778,660	111	472,983	55	882,500	322	380,565
Clinton	77	1,555,300	62	102,034	130	3,913,330	59	130,309
Mason City	57	758,000	421	299,340	70	1,129,000	401	323,310
Iowa City	232	6,985,547	89	493,812	210	5,950,978	69	500,613
Fort Dodge	69	1,064,772	203	291,499	83	1,289,250	158	228,117
Ames	166	3,377,500	121	639,865	195	3,748,700	115	334,747
Marshalltown	146	2,149,010	55	130,150	144	2,329,500	59	134,056
Muscatine	110	1,751,830	86	112,736	86	1,399,705	59	98,145
Keokuk	44	874,200	100	96,170	26	795,000	88	91,683
Cedar Falls	101	2,977,680	310	360,225	147	5,100,363	387	386,353
Newton	70	1,741,893	103	207,077	50	1,126,798	108	242,713
Fort Madison	34	581,400	37	72,975	24	730,100	21	143,100
Total Exc. Marion & Bettendorf	3398	\$71,315,983	5462	\$7,192,279	3763	\$82,161,833	5651	\$7,202,273
Total Inc. Marion & Bettendorf	3777	\$76,703,204	5818	\$7,492,755	4198	\$88,678,235	5875	\$7,421,479

Released Friday Noon, January 30, 1970

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1968 and 1969. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the Cities of Bettendorf and Marion, with population less than 15,000 are also submitted.

	1968				1969			
	NEW DWELLINGS		REMODELED		NEW DWELLINGS		REMODELED	
	No.	Value	No.	Value	No.	Value	No.	Value
Des Moines	527	20,817,001	513	968,208	535	15,169,786	399	1,144,561
Sioux City	227	4,769,752	129	254,980	174	4,673,423	82	182,327
Davenport	476	10,338,579	457	586,986	414	7,402,062	376	481,368
Bettendorf	289	5,048,552	58	352,131	167	2,825,015	100	142,089
Cedar Rapids	679	12,174,026	1532	956,042	528	8,159,914	1650	1,123,337
Marion	170	2,412,600	159	114,405	85	1,333,631	187	144,883
Waterloo	308	8,359,484	467	1,129,333	246	5,639,886	772	1,275,242
Dubuque	184	2,846,000	339	320,878	193	3,072,000	360	587,372
Council Bluffs	37	2,418,754	199	213,799	81	1,709,211	180	218,428
Ottumwa	26	429,300	220	231,922	28	715,500	190	215,208
Burlington	111	1,945,500	293	492,920	65	1,475,100	280	566,523
Clinton	126	3,113,800	58	116,660	94	2,514,500	56	120,170
Mason City	65	943,500	361	436,970	64	1,519,900	376	322,675
Iowa City	191	6,098,606	111	253,540	115	5,664,700	118	363,907
Fort Dodge	117	1,511,560	185	252,987	41	637,050	146	286,210
Ames	197	3,904,000	139	448,914	135	2,857,500	141	592,152
Marshalltown	116	1,669,500	70	164,841	90	1,678,000	67	192,039
Muscatine	80	1,529,621	98	95,569	55	945,031	207	264,042
Keokuk	15	226,800	83	167,429	15	263,250	81	80,319
Cedar Falls	128	2,651,120	408	415,761	73	1,655,500	359	365,309
Newton	48	1,184,606	104	235,847	69	1,596,671	142	256,843
Fort Madison	31	549,500	50	215,532	24	509,275	165	197,160
Total Exc. Marion & Bettendorf	3689	87,481,009	5816	7,959,100	3039	67,858,259	6147	7,835,192
Total Inc. Marion & Bettendorf	4148	94,942,161	6033	8,425,636	3291	72,016,905	6434	8,122,164

Released Wednesday Noon, January 27, 1971

IOWA HOME BUILDING

Below is a tabulation of new and remodeled dwellings constructed in the 20 cities in Iowa with a population of 15,000 or more during 1969 and 1970. Figures are compiled from the monthly reports submitted to the State Department of Health by the local housing commissioners and comprise all classes of dwellings, including hotels, apartment hotels, and hospitals. Figures for the Cities of Bettendorf and Marion, with population less than 15,000 are also submitted.

	1969 <i>TOTAL</i>				1970 <i>TOTAL</i>			
	NEW DWELLINGS		REMODELED		NEW DWELLINGS		REMODELED	
	No.	Value	No.	Value	No.	Value	No.	Value
Des Moines	535	15,169,786	399	1,144,561	581	17,759,628	432	1,195,365
Sioux City	174	4,673,423	82	182,327	173	2,998,487	110	257,030
Davenport	414	7,402,062	376	481,368	295	6,472,419	297	755,811
Bettendorf	167	2,825,015	100	142,089	189	2,466,706	154	240,783
Cedar Rapids	528	8,159,914	1650	1,123,337	527	8,521,741	1870	1,119,446
Marion	85	1,333,631	187	144,883	87	1,351,501	236	134,518
Waterloo	246	5,639,886	772	1,275,242	174	4,294,471	710	1,175,237
Dubuque	193	3,072,000	360	587,372	133	3,449,500	469	680,494
Council Bluffs	81	1,709,211	180	218,428	128	4,969,442	282	359,100
Ottumwa	28	715,500	190	215,208	12	235,000	118	149,880
Burlington	65	1,475,100	280	566,523	20	343,000	119	144,788
Clinton	94	2,514,500	56	120,170	80	2,172,100	38	80,085
Mason City	64	1,519,900	376	322,675	85	1,122,000	311	305,900
Iowa City	115	5,664,700	118	363,907	249	8,951,000	107	263,255
Ft. Dodge	41	637,050	146	286,210	30	422,350	96	179,560
Ames	135	2,857,500	141	592,152	188	3,339,275	89	264,950
Marshalltown	90	1,678,000	67	192,039	107	1,719,000	64	163,032
Muscatine	55	945,031	207	264,042	61	1,911,916	194	274,984
Keokuk	15	263,250	81	80,319	14	198,000	91	101,235
Cedar Falls	73	1,655,500	359	365,309	166	3,173,000	424	493,022
Newton	69	1,596,671	142	256,843	46	1,868,861	101	165,610
Ft. Madison	24	509,275	165	197,160	24	428,300	198	235,161
Total Exc. Marion & Bettendorf	3039	67,858,259	6147	7,835,192	3093	74,349,490	6120	8,363,945
Total Inc. Marion & Bettendorf	3291	72,016,905	6434	8,122,164	3369	78,167,697	6510	8,739,246

Value of New Dwellings

£
Millions

16

14

12

10

8

6

4

2

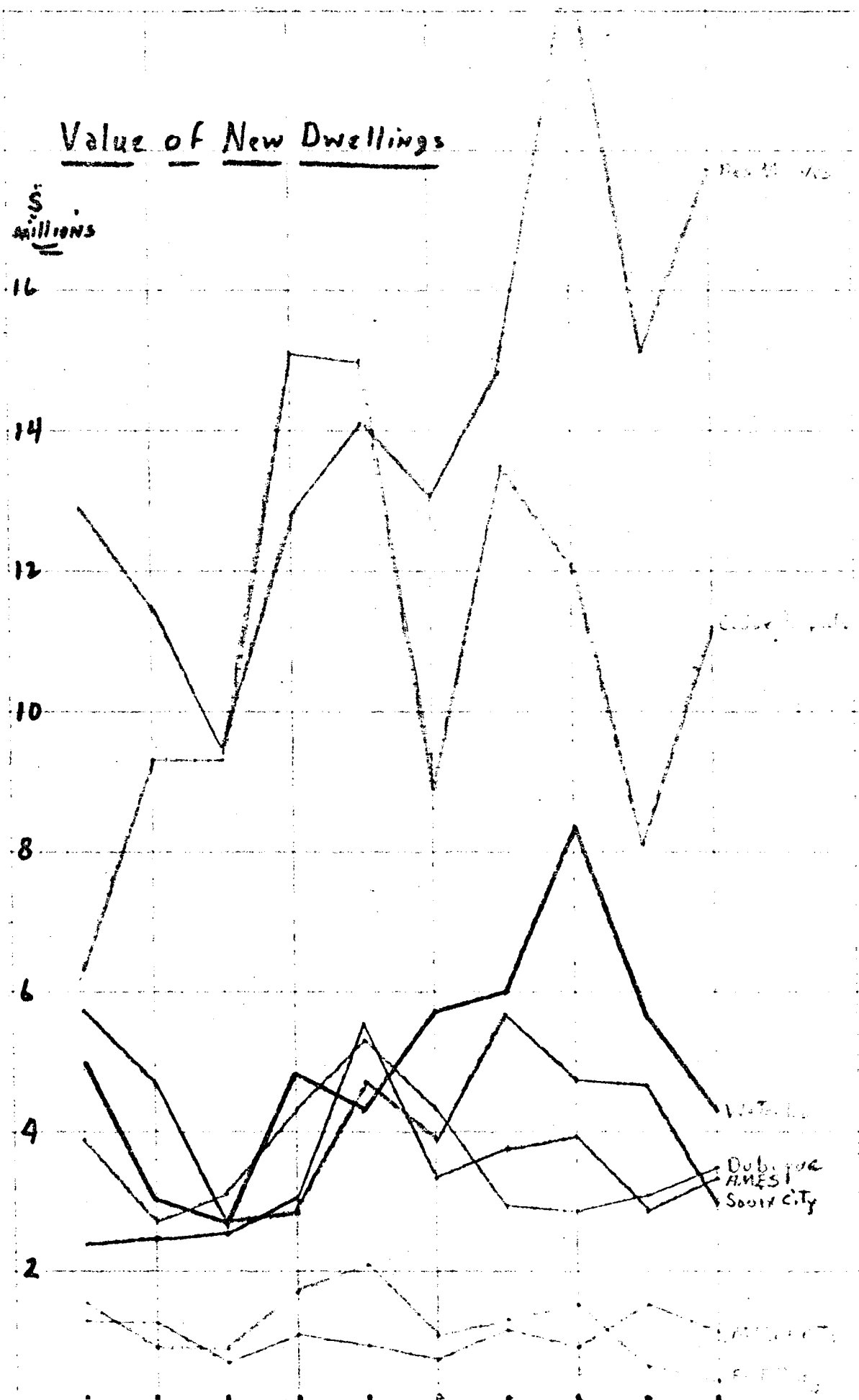
1950

1951

1952

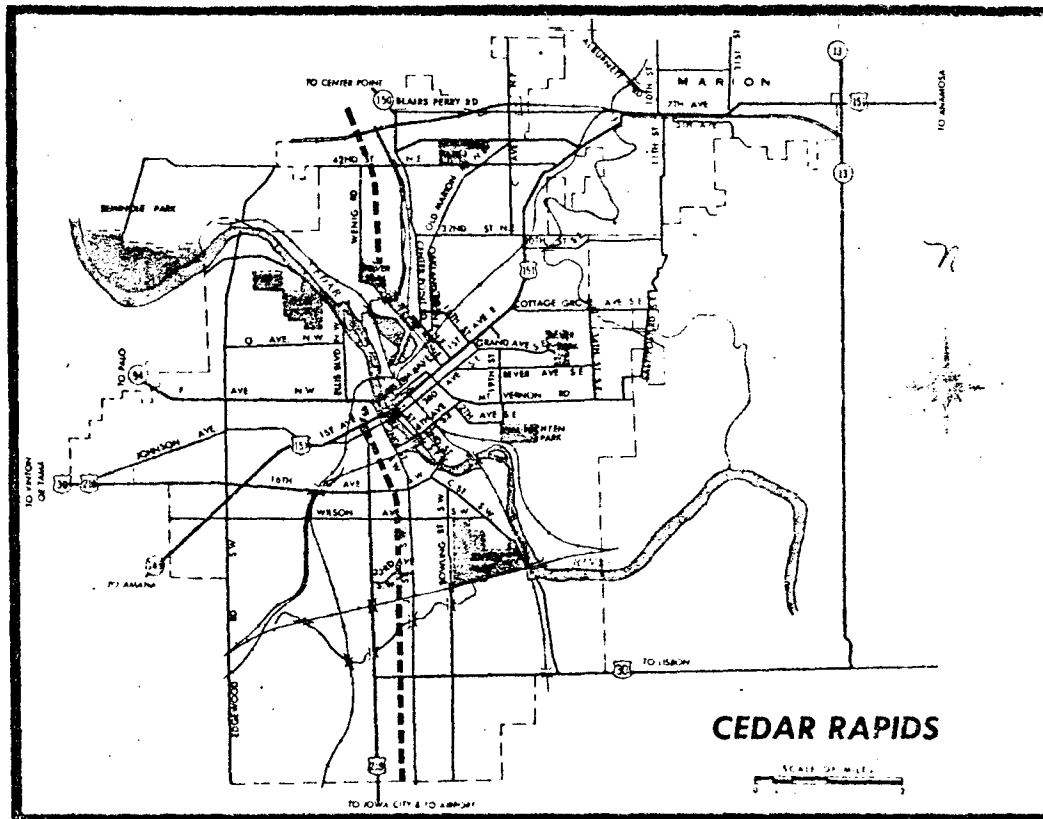
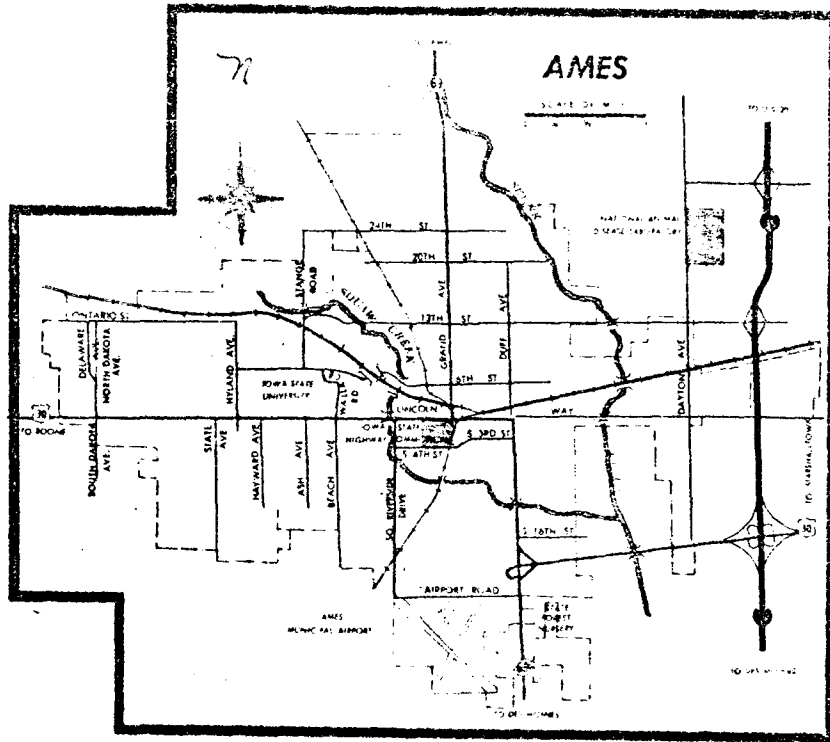
Dublin
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South City

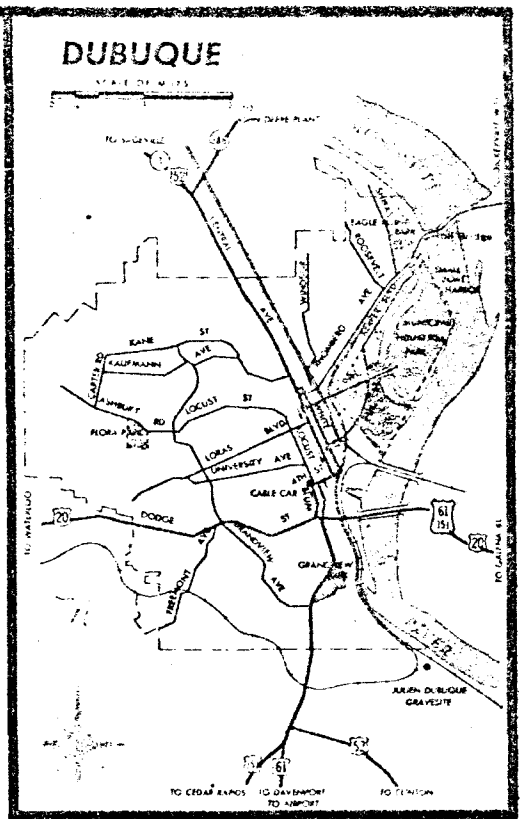
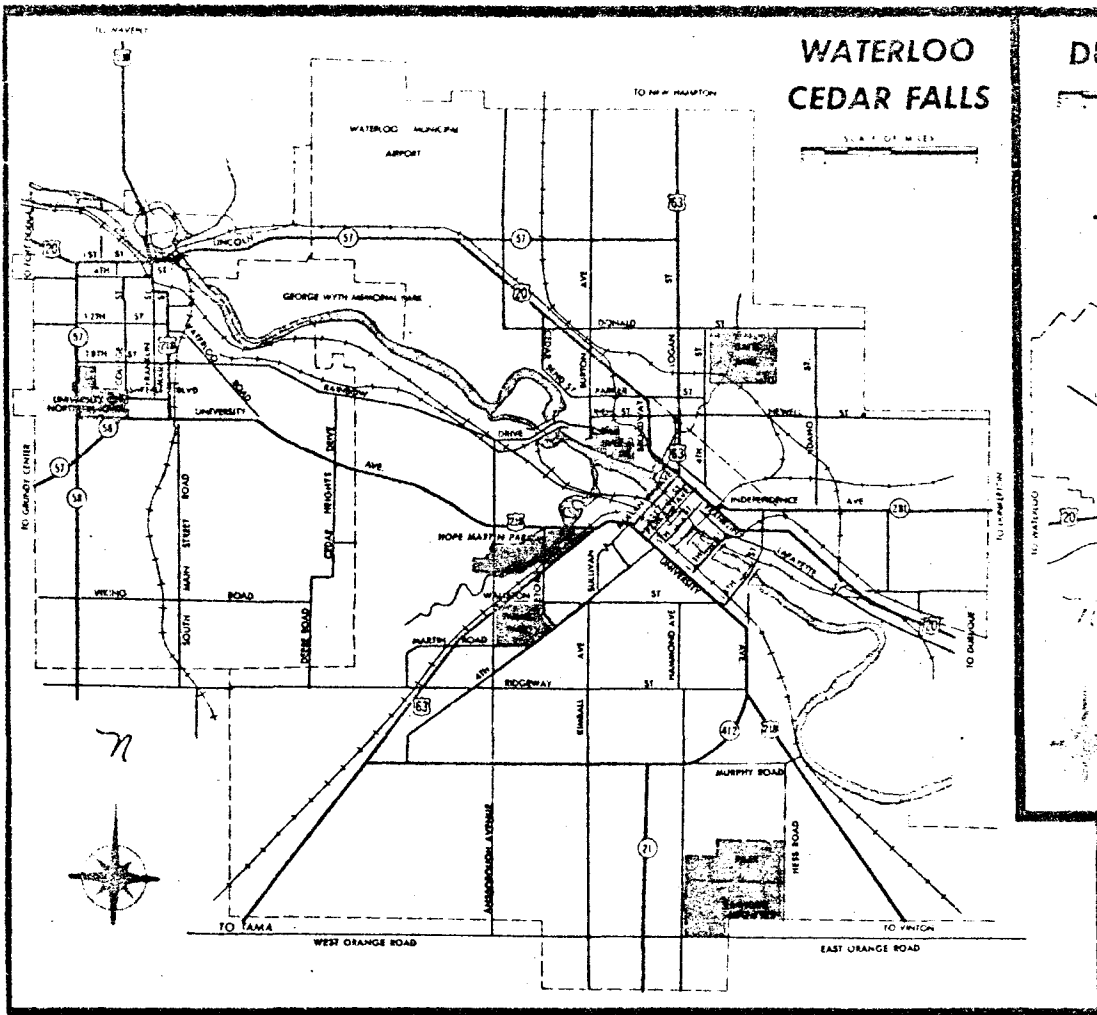
1953

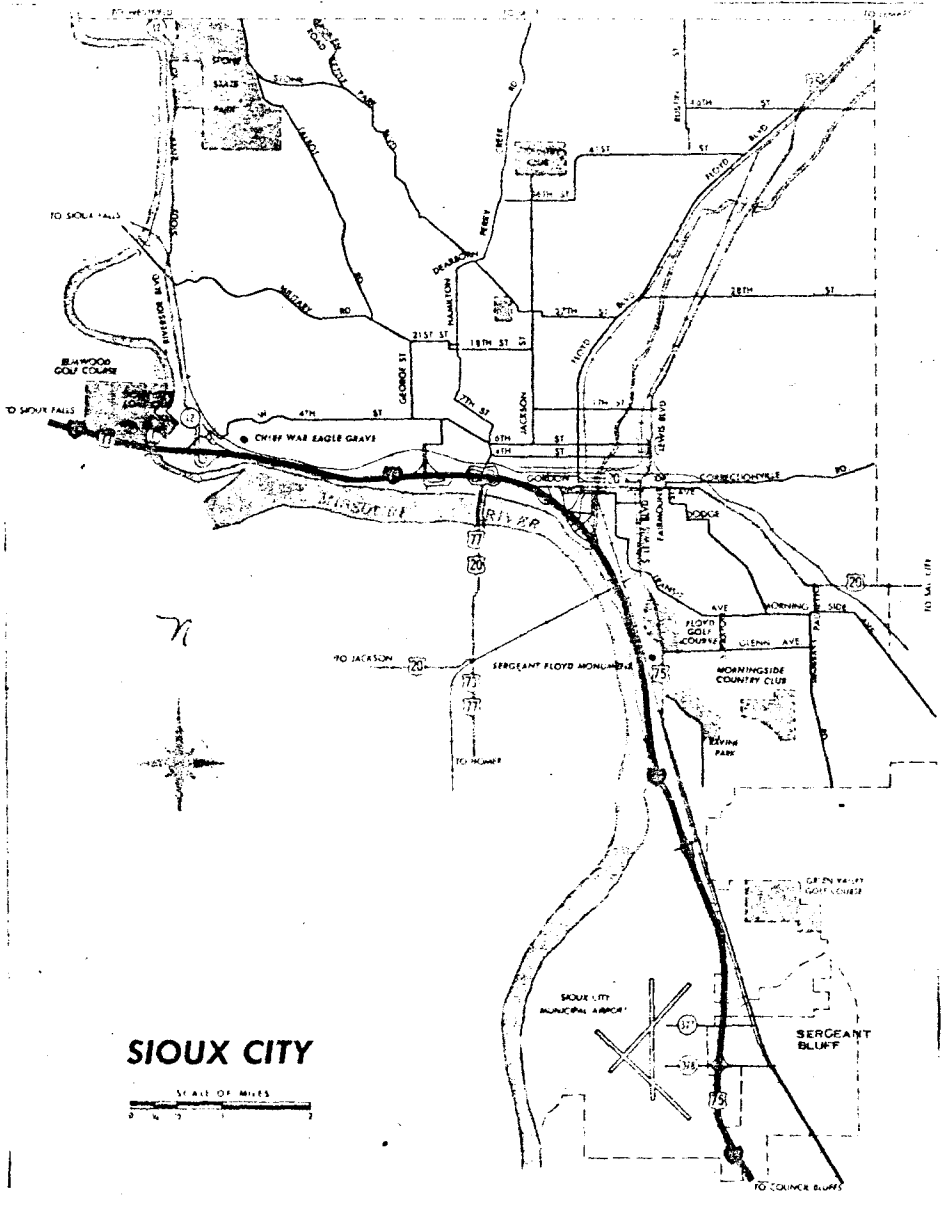


Value of New Dwellings
(\$000)

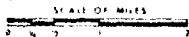
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Ames	\$ 2,393	\$ 2,412	\$ 2,514	\$ 3,048	\$ 5,501	\$ 3,377	\$ 3,748	\$ 3,904	\$ 2,857	\$ 3,339
Cedar Rapids	6,296	9,333	9,355	15,141	15,004	8,875	13,505	12,174	8,159	1,123
Des Moines	12,897	11,522	9,546	12,811	14,507	13,524	14,833	20,817	15,169	17,759
Dubuque	3,919	2,730	3,136	4,308	5,289	4,368	2,979	2,846	3,072	3,449
Fort Dodge	1,580	936	943	1,672	2,069	1,064	1,289	1,511	637	422
Mason City	1,279	1,253	683	1,082	963	758	1,129	943	1,519	1,122
Sioux City	5,722	4,659	2,666	2,858	4,764	3,897	5,677	4,769	4,673	2,998
Waterloo	4,948	3,007	2,674	4,814	4,293	5,688	5,995	8,359	5,639	4,294
All Cities Over 15,000 Population	\$61,968	\$57,315	\$54,837	\$72,991	\$92,047	\$71,315	\$82,161	\$87,481	\$67,858	\$74,394







SIoux CITY



City	Counties	1970					
		Population		Retail Sales (000)	Effective Buying Income		No. of Households
		1960	-- 1970		Total (000)	Per Household	
Waterloo*		71,755	75,533	\$191,649	\$290,341	\$12,047	24.1
	Black Hawk	122,482	132,916	284,510	487,679	12,346	39.5
	Bremer (Part)	21,108	22,737	41,846	71,098	10,456	6.8
	Buchanan (Part)	22,293	21,762	35,536	59,620	9,172	6.5
	Butler (Part)	17,467	16,953	31,500	46,675	8,335	5.6
	Grundy (Part)	14,132	14,119	36,522	41,376	8,803	4.7
	Tama (Part)	21,413	20,147	17,912	21,179	6,618	3.2
	Benton (Part)	23,422	22,885	43,682	68,687	9,158	7.5
	Fayette (Part)	28,581	26,898	53,755	74,226	8,836	8.4

The market (50 mile radius) has about 72,000 households with more than \$770,000,000 effective buying income.

* -1,398 population change excluding annexations.

TRADE AREA DATA

<u>City</u>	<u>Counties</u>	<u>Population</u>		<u>Retail Sales</u> (000)	1970		<u>No. of</u> <u>Households</u> (000)
		1960	-- 1970		<u>Effective Buying Income</u> (000)	<u>Per Household</u>	
Sioux City*		89,159	85,925	\$178,650	\$316,079	\$11,370	27.8
	Woodbury	107,849	103,052	200,050	362,039	10,938	33.1
	Monona (Part)	13,916	12,069	25,912	38,083	8,857	4.3
	Plymouth(Part)	23,906	24,312	45,338	69,580	9,664	7.2
	Cherokee(Part)	18,598	17,269	36,868	52,314	9,178	5.7
	Sioux (Part)	26,375	27,996	61,532	76,631	9,461	8.1

Iowa Market (50 miles) = about 45,000 households with approximately \$483,000,000 effective buying income
(radius)

* 1960-1970 population change excluding annexations was -3,487

Sources: Bureau of the Census, 1971 Survey of Buying Power

City	Counties	Population		Retail Sales (000)	1970 Effective Buying Income		No. of Households (000)
		1960	-- 1970		Total (000)	Per Household	
Mason City*		30,642	30,491	\$ 72,287	\$114,830	\$11,041	10.4
	Cerro Gordo	49,894	49,223	113,255	171,261	10,443	16.4
	Worth	10,259	8,968	14,473	26,101	8,700	3.0
	Winnebago (Part)	13,099	12,990	27,988	40,142	9,335	4.3
	Hancock (Part)	14,604	13,492	22,277	35,649	8,488	4.2
	Wright (Part)	19,447	17,294	43,355	58,390	10,244	5.7
	Franklin (Part)	15,472	13,255	28,526	44,255	9,621	4.6
	Butler (Part)	17,467	16,953	31,500	46,675	8,335	5.6
	Floyd (Part)	21,102	19,860	39,495	62,454	9,758	6.4
	Mitchell (Part)	14,043	13,108	27,128	34,148	8,756	3.9

The market (50 mile radius) has about 46,000 households with more then \$450,000,000 effective buying income.

* -413 population change excluding annexations.

1970

<u>City</u>	<u>Counties</u>	<u>Population</u>		<u>Retail Sales</u> (000)	<u>Effective Buying Income</u>		<u>No. of</u> <u>Households</u> (000)
		1960	-- 1970		(000)	Per Household	
Fort Dodge*		28,399	31,263	\$ 99,747	\$119,373	\$ 12,058	9.9
	Webster	47,810	48,391	112,859	169,448	11,297	15.0
	Humboldt	13,156	12,519	24,422	44,141	10,510	4.2
	Calhoun	15,923	14,287	20,410	43,794	9,318	4.7
	Pocahontas (Part)	14,234	12,575	21,269	39,173	9,554	4.1
	Kossuth (Part)	25,314	22,937	45,667	61,996	8,985	6.9
	Wright (Part)	19,447	17,294	43,355	58,390	10,244	5.7
	Hamilton (Part)	20,032	18,383	44,023	61,905	9,985	6.2
	Greene (Part)	14,379	12,716	33,095	40,335	8,963	4.5
	Carroll (Part)	23,431	22,912	60,718	69,853	10,426	6.7

The market (50 mile radius) has about 41,000 households with more than \$420,000,000 in effective buying income.

* Population change in the "1960 Area" was -1,427. Increase shown above includes annexed areas.

<u>City</u>	<u>Counties</u>	<u>Population</u>		<u>Retail Sales</u> (000)	1970		<u>No. of</u> <u>Households</u>
		1960	-- 1970		<u>Total (000)</u>	<u>Per Household</u>	
Dubuque*		56,606	62,309	\$124,212	\$217,819	\$12,518	17.4
	Dubuque	80,048	90,609	162,487	287,731	11,792	24.4
	Jackson (Part)	20,754	20,839	35,724	57,723	9,162	6.3
	Jones (Part)	20,693	19,868	38,269	57,424	9,733	5.9
	Delaware (Part)	18,483	18,770	24,360	40,617	7,522	5.4
	Clayton (Part)	21,962	20,606	37,568	48,688	7,490	6.5

The Iowa market (50 mile radius) has about 38,000 households with more than \$400,000,000 effective buying income.

* 613 population change excluding annexations.

City	Counties	1970					
		Population		Retail Sales (000)	Effective Buying Income		No. of Households (000)
		1960	-- 1970		Total (000)	Per Household	
Des Moines*		208,982	200,587	\$525,957	\$804,742	\$11,697	68.8
	Polk	266,315	286,101	628,945	1,138,661	12,062	94.4
	Warren	20,829	27,432	33,508	84,083	10,254	8.2
	Madison (Part)	12,295	11,558	18,436	31,857	7,964	4.0
	Dallas (Part)	24,123	26,085	38,148	87,114	10,013	8.7
	Jasper (Part)	35,282	35,425	69,495	124,058	10,695	11.6
	Marion (Part)	25,886	26,352	43,897	81,256	9,790	8.3
	Clarke (Part)	8,222	7,581	14,918	22,353	8,279	2.7
	Lucas (Part)	10,923	10,163	16,341	29,093	8,081	3.6

The market (50 mile radius) has about 130,000 households with more than \$1,500,000 effective buying income.

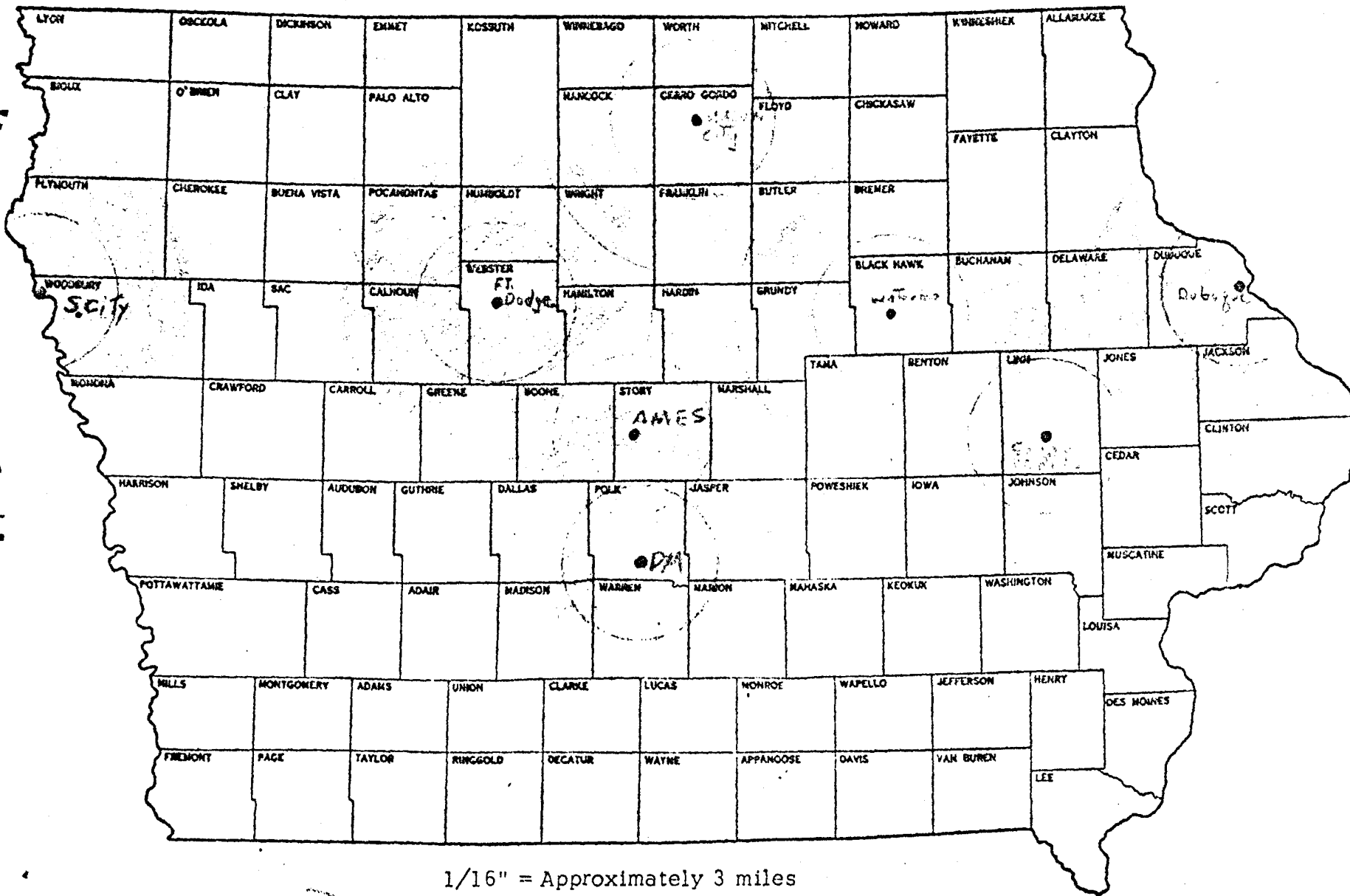
* -8,767 population change excluding annexations.

<u>City</u>	<u>Counties</u>	<u>Population</u>		<u>Retail Sales</u> (000)	1970 <u>Effective Buying Income</u>		<u>No. of</u> <u>Households</u>
		1960	-- 1970		<u>Tbtal (000)</u>	<u>Per Household</u>	
Cedar Rapids*		92,035	110,642	\$284,759	\$450,273	\$12,720	35.4
	Linn	136,896	163,213	341,362	624,408	12,365	50.5
	Johnson (Part)	53,663	72,127	121,454	257,860	11,310	22.8
	Cedar (Part)	17,791	17,655	29,835	46,898	8,685	5.4
	Jones (Part)	20,693	19,868	38,269	57,424	9,733	5.9
	Delaware (Part)	18,483	18,770	24,360	40,617	7,522	5.4
	Buchanan (Part)	22,293	21,762	35,536	59,620	9,172	6.5
	Benton (Part)	23,422	22,885	43,682	68,687	9,158	7.5
	Iowa (Part)	16,396	15,419	35,622	45,149	9,030	5.0

The market (50 mile radius) has about 95,000 households with more than \$1,100,000,000 effective buying income.

* 7,935 population change excluding annexations.

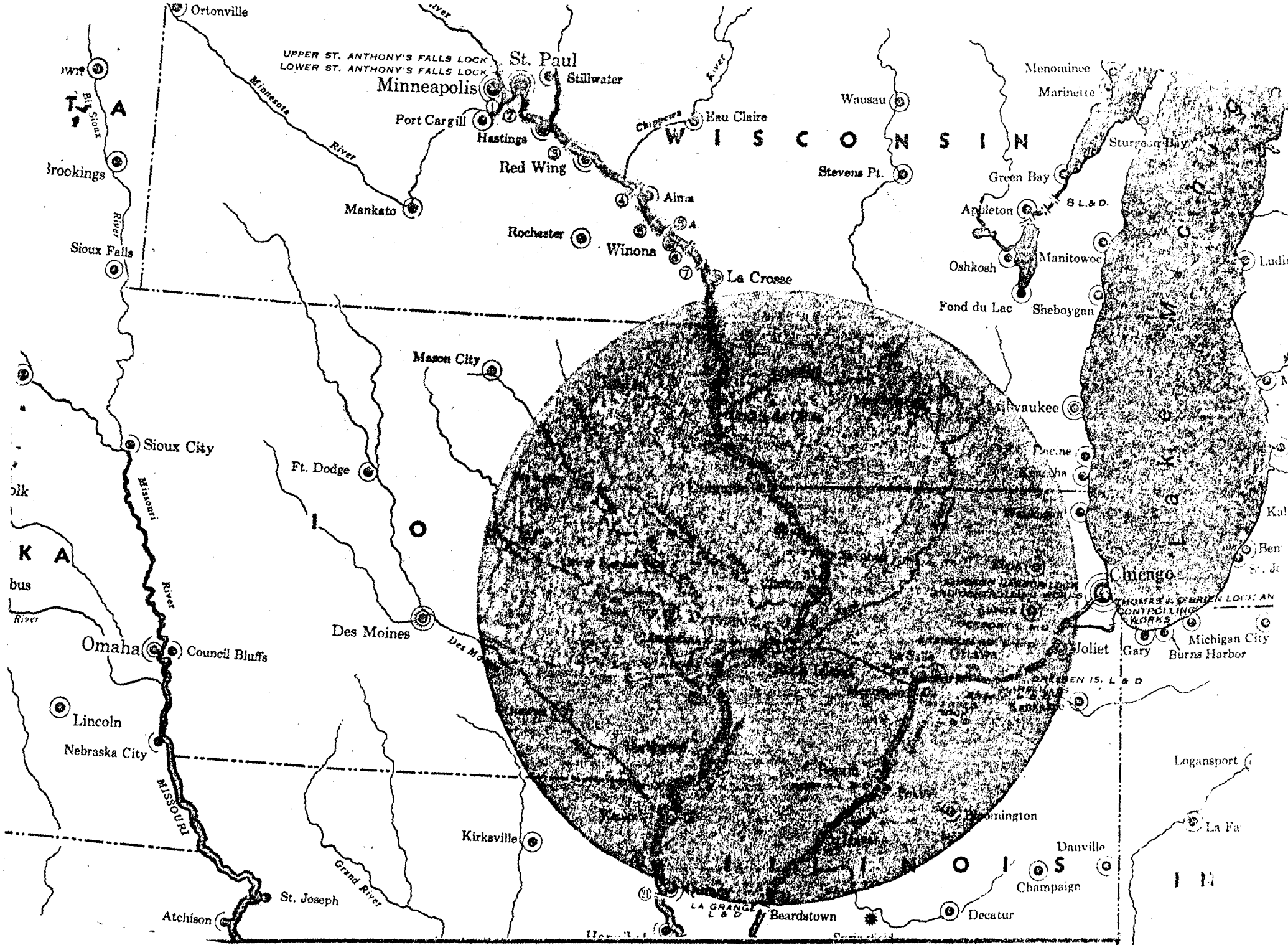
TRADE AREAS



1/16" = Approximately 3 miles

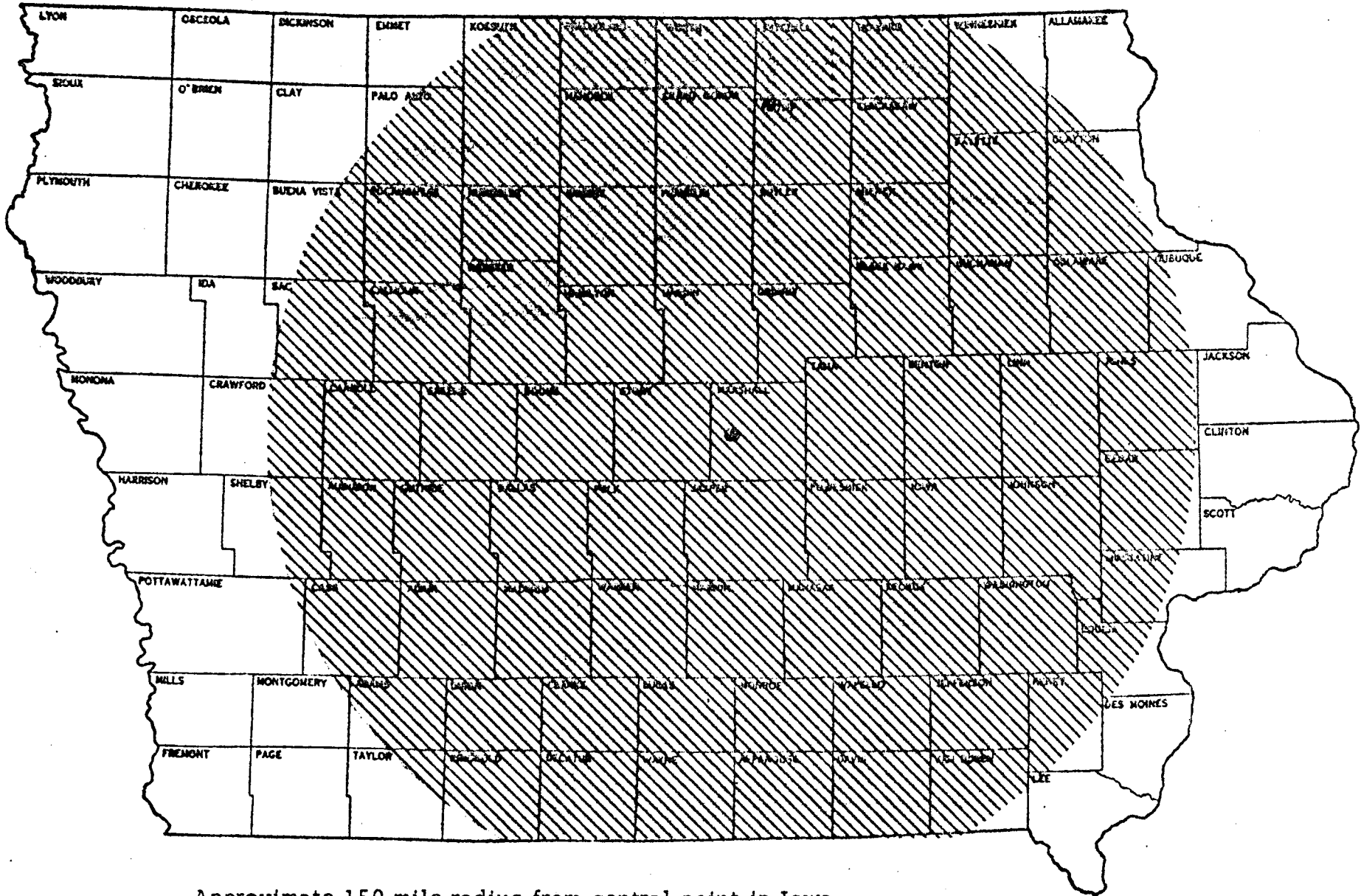
Circles represent approximately a 50 mile radius

Inner circle represents approximately 25 mile radius



...adius, most of the Iowa market can be reached, plus Minneapolis-St. Paul, Rockford, Peoria and almost Chicago.

A Central Location Will Reach About 2/3 of Iowa's Population
 (about 600,000 households with over 6 billion dollars in disposable income)



Approximate 150 mile radius from central point in Iowa.
 This is not a site recommendation.