Our group of Trevor Chicoine, Anthony Egging, Julie Kemp, and Kyle Schaffer studied the Upper University District. This area was centralized around the Asbury Road and University intersection. There are a few shops and stores, which were targeted towards college students and more broadly, those looking for bargains or an inexpensive deal. Our reasoning is that the district is not characterized by nice storefronts, but by people knowing you will get a great deal there and will come back for that reason. Also, it is located very close to two colleges. The district starts literally at the end of the University of Dubuque parking lot.

 Located at the end of the parking lot is Hardees, a national fast food chain. This store is ideal for college students who need a meal quick and on the go. They are a fairly reputable chain. The store advertises low prices and free wireless internet, most likely trying to attract college students.

 Right across the street is the Sara Lee bakery Outlet and the American Cancer Society –Discovery Shop. These are in the same building. They both are bargain shops. The Sara Lee Bakery is geared towards the college students nearby with their low prices on food, and the Discovery Shop is simply a charity shop.

 Down and across the street is McGovern Hardware store, the Finley-Hartig Homecare, and the Butt’s Florist. The hardware store is geared towards middle class males who need power tools and other house maintenance supplies. The Homecare store sells specialized medical supplies to those who need them. The storefront is characterized by a large display of lawnmowers and other lawn equipment. The Florist obviously sells flowers, targeting the middle class and romantic college students. Butt’s had a nice window display with seasonal items enticing onlooker’s to come into the shop.

 In the middle of the intersection where Asbury and University meet is Kwik Stop. This is a gas station which has a convenience store inside.

 On the opposite side of the intersection is the building with Donut Boy, Dog House, and All About the Shirt. Donut Boy is a small shop which sells Donuts and coffee and the like with a homey atmosphere. It appears to be frequented by older local residents of the neighborhood. Dog House is a bar where you can get cheap food and drinks. It attempted to be welcoming by having outdoor seating with umbrellas and tables but, was extremely dark inside. We were not sure what All About the Shirt was selling, but we assume it does custom shirts. It had horrible advertisement, we almost walked away without even realizing it was there.

 Further down the street are Trigger Happy Tattoo, West Dubuque Tap, and Beecher’s. Trigger Happy Tattoo looked not like an ideal place to get a tattoo from the outside, as it was in a house, and not a well-kept house at that. West Dubuque Tap although a bit more updated then the Dog House was not welcoming as the windows were blocked by red curtains, making it hard to judge the character of the place. Beecher’s sells ice cream and is also a liquor/gas station store and is locally owned, and has a great reputation and delicious ice cream. Their window display is mainly a view of the inside of the ice-cream parlor with a sign advertising ice cream.