



Faribault Market Area Profile, April 2009

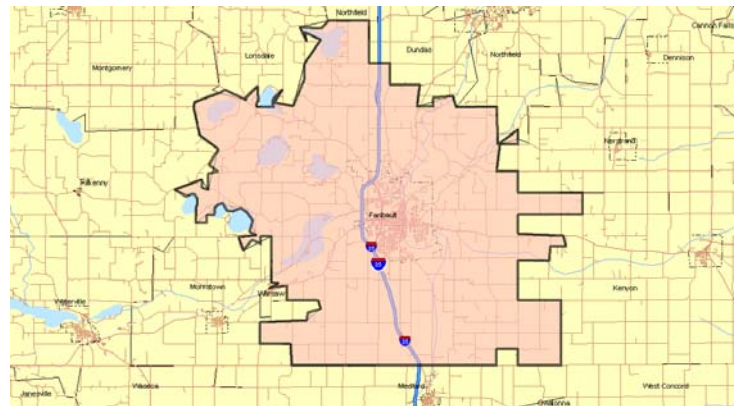
Results based on an analysis from multiple datasources, compiled using Business Analyst from ESRI (www.esri.com).

See Appendix 1 : *Data and Methodology* for more

How large is the local retail market ?

29,844 people living in 10,879 households, whose retail goods and services purchases account for \$455 Million.

The *local* market area for this analysis includes the zip codes of Faribault (55021).



What do we know about households in the Faribault trade area?

Median Household Income	\$56,190	Median Net Worth	\$100,401
Median Disposable Income	\$43,045	Median Age	37.2
Households with related children	37%	Households with persons 65+	23%

What do we know about housing in the Faribault trade area ?

Median home value	\$182,587	Renter Occupied Units	2,607 or 22% of total
Owner Occupied housing	8,278 or 70.5% of total	Mobile Homes	1,021 or 8.7% of total

What types of customers live in the Faribault trade area ?

	<i>Green Acres</i>	<i>Cozy and Comfortable</i>	<i>Main Street, USA</i>
Number of Households	2,434	1,680	1,500
Percent of Households	22.4%	15.4%	13.8%
Demographics			
Homeownership rate	87%	87%	65%
Median Household Income	\$65,074	\$66,895	\$56,882
Median Net Worth	\$189,603	\$201,567	\$92,178

*Learn more about how Extension can help your community shape its future.
Visit www.extension.umn.edu/community*

Faribault Market Area Profile

Introduction:

The University of Minnesota Extension created the Market Area Profile (MAP) program to assist Minnesota communities to develop their retail and service sectors. The authors intend existing businesses, potential businesses, and economic development organizations to use the information in this report to better serve their market and develop individual business and main street strategies.

University of Minnesota Extension staff created the report through sound secondary data and analysis compiled chiefly through Business Analyst, a GIS software program from ESRI.

Report:

Created: February, 2009 by Bruce Schwartau and Ryan Pesch, Extension Educators, University of Minnesota Extension

Sponsor: Faribault Area Chamber of Commerce

Table of Contents

1. Customer Profile	Page 3-7
2. Lifestyle Segmentation Profile	Page 8-11
3. Market Potential Summary	Page 12-13
4. Retail Expansion Recommendations	Page 14
5. Retail Gap Analysis	Page 15-16
6. Appendix 1: Data and Methodology	Page 17-18
7. Appendix 2: Full report of Media Market Potential	Page 19-21
8. Appendix 3: Full report of Leisure Market Potential	Page 22-24
9. Appendix 4: Full report of Travel Market Potential	Page 25-26

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce.

	<i>Faribault</i>	<i>Minnesota</i>
2008 Total Population	29,844	5,357,700
2013 Total Population	31,694	5,636,868
2008-2013 Annual Rate	1.00%	1.00%
2008 Households	10,879	2,099,737
2008 Average Household Size	2.56	2.48
2013 Households	11,628	2,218,134
2013 Average Household Size	2.56	2.48
2008-2013 Annual Rate	1.00%	1.00%

Income:



Median Household Income

2000	\$44,644	\$47,143
2008	\$56,190	\$62,757
2013	\$62,978	\$73,083

Per Capita Income

2000	\$19,533	\$23,199
2008	\$24,214	\$31,884
2013	\$27,048	\$38,864

2008 Household by Income

Household Income Base	10,879	2,099,736
<15,000	8.6%	7.8%
\$15,000 - \$24,999	8.9%	8.1%
\$25,000 - \$34,999	10.0%	8.8%
\$35,000 - \$49,999	16.2%	13.5%
\$50,000 - \$74,999	25.4%	22.1%
\$75,000 - \$99,999	18.6%	14.3%
\$100,000 - \$149,999	9.2%	16.6%
\$150,000 - \$199,999	1.6%	4.2%
\$200,000+	1.5%	4.5%
Average Household Income	\$63,937	\$80,432

2013 Household by Income

Household Income Base	11,628	2,218,133
<15,000	7.3%	6.3%
\$15,000 - \$24,999	7.9%	6.6%
\$25,000 - \$34,999	6.5%	6.3%
\$35,000 - \$49,999	13.7%	10.4%
\$50,000 - \$74,999	29.0%	22.0%
\$75,000 - \$99,999	17.7%	15.6%
\$100,000 - \$149,999	13.9%	21.2%
\$150,000 - \$199,999	2.3%	5.5%
\$200,000+	2.0%	6.0%
Average Household Income	\$71,091	\$97,774

2008 Households by Disposable Income

Total Households	10,879	2,099,736
<\$15,000	10.7%	9.8%
\$15,000 - \$34,999	11.8%	10.7%
\$35,000 - \$49,999	20.8%	17.7%
\$50,000 - \$74,999	29.0%	23.9%
\$75,000 - \$99,999	7.1%	11.7%
\$100,000 - \$149,999	4.7%	9.5%
\$150,000 - \$199,000	0.7%	2.1%
\$200,000 +	0.9%	2.4%
Average Disposable Income	\$50,753	\$63,250
Median Disposable Income	\$43,045	\$49,570

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce.

	<i>Faribault</i>	<i>Minnesota</i>
2008 Households by Net Worth		
Total Households	10,879	2,099,736
<\$15,000	19.8%	19.9%
\$15,000 - \$34,999	9.3%	7.6%
\$35,000 - \$49,999	6.1%	4.7%
\$50,000 - \$74,999	8.5%	6.3%
\$75,000 - \$99,999	6.2%	5.0%
\$100,000 - \$149,999	11.8%	9.9%
\$150,000 - \$249,999	13.8%	12.3%
\$250,000 - \$499,999	13.4%	16.0%
\$500,000-\$999,999	7.0%	10.8%
\$1,000,000+	4.18%	7.54%
2008 Average Net Worth	\$329,191	\$493,460
2008 Median Net Worth	\$100,401	\$129,686

Housing:



2008 Housing Units		
Owner Occupied Housing Units	70.5%	67.0%
Renter Occupied Housing Units	22.2%	23.2%
Vacant Housing Units	7.3%	9.7%

2013 Housing Units		
Owner Occupied Housing Units	69.7%	66.0%
Renter Occupied Housing Units	22.9%	23.5%
Vacant Housing Units	7.4%	10.5%

Median Home Value		
2000	\$110,383	\$118,064
2008	\$182,587	\$187,003
2013	\$189,951	\$196,336

2008 Owner Occupied HUs by Value		
Total Housing Units	8,278	1,559,119
<50,000	6.5%	5.6%
\$50,000 - \$99,999	7.7%	10.6%
\$100,000 - \$149,999	19.9%	18.8%
\$150,000 - \$199,999	25.6%	20.7%
\$200,000 - \$299,999	25.5%	26.5%
\$300,000 - \$499,999	11.6%	13.1%
\$500,000 - \$999,999	2.4%	3.9%
\$1,000,000 +	0.7%	0.9%
Average Home Value	\$207,523	\$219,229
Median Home Value	\$182,587	\$187,003

2000 Housing Units by Units in Structure		
Total Housing Units	10,470	2,065,946
1, Detached	71.0%	67.8%
1, Attached	2.2%	5.2%
2	4.1%	3.0%
3 or 4	3.3%	2.3%
5 to 9	2.0%	2.4%
10 to 19	2.2%	3.8%
20 +	6.6%	10.7%
Mobile Home	8.7%	4.5%
Other	0.0%	0.0%

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce.

	<i>Faribault</i>	<i>Minnesota</i>
2000 Housing Units by Year Structure Built		
Total Housing Units	10,509	2,065,946
1999 to March 2000	2.0%	2.3%
1995 to 1998	6.2%	6.6%
1990 to 1994	8.0%	7.0%
1980 to 1989	11.0%	14.0%
1970 to 1979	16.3%	18.2%
1969 or Earlier	56.9%	51.2%
Median Year Structure Built	1965	1969

Population Demographics:



Median Age		
2000	35.4	35.4
2008	37.2	36.9
2013	38.2	37.6

2008 Population by Age		
Total Population	29,844	5,357,700
0 - 4	6.7%	6.8%
5 - 9	6.4%	6.5%
10 - 14	6.8%	6.7%
15 - 24	14.0%	14.1%
25 - 34	12.9%	13.1%
35 - 44	14.7%	14.4%
45 - 54	14.6%	15.2%
55 - 64	10.7%	10.9%
65 - 74	6.4%	6.0%
75 - 84	4.3%	4.1%
85 +	2.4%	2.1%
18 +	75.4%	75.8%

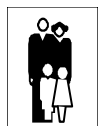
2008 Population by Race/Ethnicity		
Total Population	29,844	5,357,700
White Alone	89.1%	87.2%
Black Alone	2.7%	4.2%
American Indian Alone	0.5%	1.1%
Asian or Pacific Islander Alone	2.1%	3.8%
Some Other Race Alone	3.9%	1.8%
Two or More Races	1.6%	2.0%
Hispanic Origin	10.6%	3.9%
Diversity Index	35.5	29.4

2008 Population 25+ by Educational Attainment		
Total Population	19,713	3,526,447
Less Than 9th Grade	6.0%	3.8%
9th to 12th Grade, No Diploma	8.0%	5.8%
High School Graduate	37.1%	28.8%
Some College, No Degree	24.6%	22.6%
Associate Degree	7.3%	9.0%
Bachelor's Degree	11.6%	20.6%
Master's/Prof/Doctorate Degree	5.4%	9.4%

2008 Population 15+ by Marital Status		
Total Population	23,887	4,284,069
Never Married	29.1%	28.7%
Married, Not Separated	54.7%	56.9%
Married, Separated	16.1%	14.4%
Widowed	5.9%	5.2%
Divorced	10.2%	9.2%

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce.

Household Demographics:



	<i>Faribault</i>	<i>Minnesota</i>
2000 Households by Type		
Total	9,781	1,895,127
Family Households	69.4%	66.2%
Married-couple Family	55.3%	53.7%
With Related Children	26.7%	25.8%
Other Family (No Spouse)	14.1%	12.5%
With Related Children	9.9%	8.5%
Nonfamily Households	30.6%	33.8%
Householder Living Alone	25.5%	26.9%
Householder Not Living Alone	5.1%	6.9%
2000 Households by Size		
Total	9,781	1,895,127
1 Person Household	25.5%	26.9%
2 Person Household	33.0%	33.9%
3 Person Household	15.2%	15.0%
4 Person Household	15.3%	14.4%
5 Person Household	7.2%	6.5%
6 Person Household	2.4%	2.1%
7 + Person Household	1.3%	1.2%
Households with Related Children	36.6%	34.3%
Households with Persons 65+	23.2%	21.3%
2000 Households by Year Householder Moved In		
Total	9,779	1,895,127
Moved in 1999 to March 2000	14.9%	17.6%
Moved in 1995 to 1998	29.2%	28.4%
Moved in 1990 to 1994	18.0%	17.4%
Moved in 1980 to 1989	18.3%	16.6%
Moved in 1970 to 1979	10.9%	10.0%
Moved in 1969 or Earlier	8.8%	10.0%
Median Year Householder Moved In	1993	1994
2000 Households by Vehicles Available		
Total	9,777	1,895,127
None	8.3%	7.7%
1	29.8%	31.2%
2	40.0%	42.2%
3	15.1%	13.7%
4	4.5%	3.8%
5+	2.2%	1.5%
Average Number of Vehicles Available	1.9	1.8

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce.

Employment:



2008 Employed Population 16+ by Industry

Total	12,806	2,752,132
Agriculture/Mining	1.8%	1.9%
Construction	7.7%	6.4%
Manufacturing	18.7%	13.4%
Wholesale Trade	3.0%	3.5%
Retail Trade	10.2%	11.1%
Transportation/Utilities	3.4%	4.8%
Information	1.6%	2.1%
Finance/Insurance/Real Estate	4.9%	8.0%
Services	43.7%	45.8%
Public Administration	4.9%	3.0%

2008 Employed Population 16+ by Occupation

Total	12,806	2,752,132
White Collar	49.0%	62.5%
Management/Business/Financial	11.5%	15.5%
Professional	16.9%	22.4%
Sales	9.3%	11.3%
Administrative Support	11.2%	13.3%
Services	20.1%	15.8%
Blue Collar	30.9%	21.7%
Farming/Forestry/Fishing	0.7%	0.5%
Construction/Extraction	5.8%	5.0%
Installation/Maintenance/Repair	4.7%	3.5%
Production	11.9%	7.2%
Transportation/Material Moving	7.8%	5.6%

2000 Workers 16+ by Means of Transportation to Work

Total	13,158	2,541,611
Drove Alone - Car, Truck, or Van	78.3%	77.6%
Carpooled - Car, Truck, or Van	13.3%	10.4%
Public Transportation	0.8%	3.2%
Walked	2.6%	3.3%
Other Means	1.6%	0.9%
Worked at Home	3.4%	4.6%

2000 Workers 16+ by Travel Time to Work

Total	13,158	2,541,611
Did not Work at Home	96.6%	95.4%
Less than 5 minutes	5.9%	4.4%
5 to 9 minutes	22.2%	13.3%
10 to 19 minutes	33.2%	31.0%
20 to 24 minutes	8.4%	14.4%
25 to 34 minutes	10.5%	17.3%
35 to 44 minutes	3.9%	5.4%
45 to 59 minutes	6.5%	5.3%
60 to 89 minutes	4.7%	2.7%
90 or more minutes	1.4%	1.5%
Worked at Home	3.4%	4.6%
Average Travel Time to Work (in min)	20.1	21.9

Lifestyle Profile Summary

Community Tapestry classifies US neighborhoods into 65 market segments grouped together according to a detailed national profile. Data sources include Census 2000, Axiom's InfoBase consumer database, and Mediarmk Research's Doublebase national customer survey (see appendix 1 for more details).

Top Segments:	Number	Percent	Index
17 Green Acres	2,434	22.4%	715
18 Cozy and Comfortable	1,680	15.4%	546
24 Main Street, USA	1,500	13.8%	526
25 Salt of the Earth	1,486	13.7%	495

17. Green Acres

A "little bit country," Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples with and without children comprise most of the households and live in single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes—paint, install carpet, or add a deck—and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

18 Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 41 years, and the median home value is \$164,000. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on VHS/DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

24 Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, race, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.3 years matches that of the U.S. median. The median household income is a comfortable \$51,200. Homeownership is at 66 percent, and the median home value is \$190,200. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

25. Salt of the Earth

A rural or small-town lifestyle best describes the *Salt of the Earth* market. The median age is 40.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

Source: ESRI, 2007 Estimates and Projections

Community Tapestry classifies US neighborhoods into 65 market segments grouped together according to a detailed national profiles. Data sources include Census 2000, Axiom's Infobase consumer database, and Mediamark Research's Doublebase customer survey (see Appendix 1 for details)

Tapestry LifeMode Groups

2008 Households

	Number	Percent	Index
Total	10,879	100.0%	
L1. High Society	39	0.4%	3
01 Top Rung	0	0.0%	0
02 Suburban Splendor	0	0.0%	0
03 Connoisseurs	0	0.0%	0
04 Boomburbs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	39	0.4%	15
L2. Upscale Avenues	4,114	37.8%	274
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
11 Pacific Heights	0	0.0%	0
13 In Style	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0
17 Green Acres	2,434	22.4%	715
18 Cozy and Comfortable	1,680	15.4%	546
L3. Metropolis	0	0.0%	0
20 City Lights	0	0.0%	0
22 Metropolitans	0	0.0%	0
45 City Strivers	0	0.0%	0
51 Metro City Edge	0	0.0%	0
54 Urban Rows	0	0.0%	0
62 Modest Income Homes	0	0.0%	0
L4. Solo Acts	876	8.1%	118
08 Laptops and Lattes	0	0.0%	0
23 Trendsetters	0	0.0%	0
27 Metro Renters	0	0.0%	0
36 Old and Newcomers	876	8.1%	409
39 Young and Restless	0	0.0%	0
L5. Senior Styles	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
30 Retirement Communities	0	0.0%	0
43 The Elders	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
57 Simple Living	0	0.0%	0
65 Social Security Set	0	0.0%	0

Source: ESRI, 2008 Estimates and Projections

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Community Tapestry classifies US neighborhoods into 65 market segments grouped together according to a detailed national profiles. Data sources include Census 2000, Axiom's Infobase consumer database, and Mediamark Research's Doublebase customer survey (see Appendix 1 for details)

Tapestry LifeMode Groups

2008 Households

	Number	Percent	Index
Total	10,879	100.0%	
L6. Scholars & Patriots	0	0.0%	0
40 Military Proximity	0	0.0%	0
55 College Towns	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0
L7. High Hopes	460	4.2%	103
28 Aspiring Young Families	0	0.0%	0
48 Great Expectations	460	4.2%	239
L8. Global Roots	0	0.0%	0
35 International Marketplace	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0
47 Las Casas	0	0.0%	0
52 Inner City Tenants	0	0.0%	0
58 NeWest Residents	0	0.0%	0
60 City Dimensions	0	0.0%	0
61 High Rise Renters	0	0.0%	0
L9. Family Portrait	0	0.0%	0
12 Up and Coming Families	0	0.0%	0
19 Milk and Cookies	0	0.0%	0
21 Urban Villages	0	0.0%	0
59 Southwestern Families	0	0.0%	0
64 City Commons	0	0.0%	0
L10. Traditional Living	2,376	21.8%	247
24 Main Street, USA	1,500	13.8%	526
32 Rustbelt Traditions	457	4.2%	147
33 Midlife Junction	419	3.9%	154
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	1,486	13.7%	144
25 Salt of the Earth	1,486	13.7%	495
37 Prairie Living	0	0.0%	0
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	1,528	14.0%	153
26 Midland Crowd	415	3.8%	104
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	1,113	10.2%	687
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

Source: ESRI, 2008 Estimates and Projections

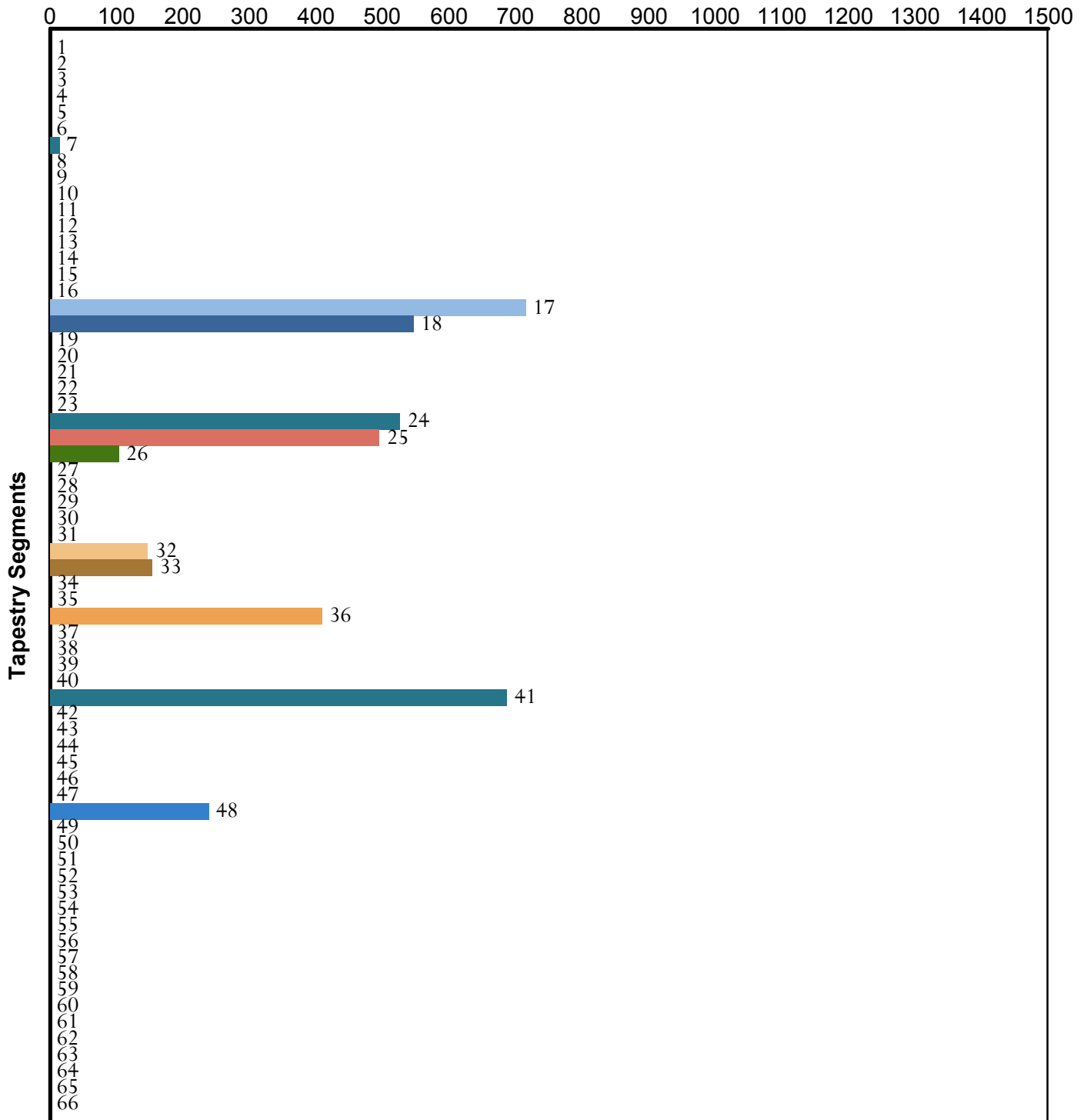
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.



Community Tapestry classifies US neighborhoods into 65 market segments grouped together according to a detailed national profiles. Data sources include Census 2000, Axiom's Infobase consumer database, and Mediamark Research's Doublebase customer survey (see Appendix 1 for details)

Tapestry Index by Households

Index



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Market Potential Summary

Based on the mix of customer demographics and lifestyles, we have knowledge of their media, leisure, and travel habits from national marketing data. Below are some highlights of this information, although full information on media, leisure, and travel habits is compiled in Appendices 2-4.

Media: How to reach your customers

A. Magazine Readership

<i>Product/consumer behavior:</i>	<i>Expected # of Housholds</i>	<i>Expected % of Households</i>	<i>MPI</i>
Light magazine reader	2110	19%	95
Light-medium magazine reader	2352	22%	108
Medium magazine reader	2329	21%	108
Medium-heavy magazine reader	2177	20%	100
Heavy magazine reader	1912	18%	89
Read automotive magazines	1557	14%	105
Read fishing/hunting magazines	1749	16%	123
Read gardening magazines	515	5%	100
Read home service magazines	3949	36%	104
Read motorcycle magazines	478	4%	120

B. Newspaper Readership

Light-medium newspaper reader	2313	21%	105
Medium-heavy newspaper reader	2238	21%	105
Read any daily newspaper	5279	49%	101
Read one daily newspaper	4258	39%	102
Read two or more daily newspapers	1019	9%	94
Read any Sunday newspaper	6521	60%	103
Read one Sunday newspaper	5585	51%	102
Read newspaper: editorial page section	3841	35%	113
Read newspaper: sports section	3977	37%	107
Read newspaper: TV/radio listings section	2866	26%	108

C. Radio Listenership

Light radio listener	2017	19%	92
Light-medium radio listener	2225	20%	103
Medium radio listener	2186	20%	101
Medium-heavy radio listener	2146	20%	99
Heavy radio listener	2305	21%	106
Radio format listen to: classic hits	587	5%	120
Radio format listen to: classic rock	1309	12%	112
Radio format listen to: country	2841	26%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Travel: *What travel products do your customers use?*

<i>Product/consumer behavior:</i>	<i>Expected # of Housholds</i>	<i>Expected % of Households</i>	<i>MPI</i>
Stayed 1+ nights at hotel/motel in last 12 months	4964	46%	105
Hotel/motel stayed in/12 mo: Best Western	872	8%	105
Hotel/motel stayed in/12 mo: Comfort Inn	686	6%	110
Hotel/motel stayed in/12 mo: Days Inn	611	6%	110
Hotel/motel stayed in/12 mo: Hampton Inn	482	4%	111
Hotel/motel stayed in/12 mo: Super 8	424	4%	119
Visited on domestic trip last 12 mo: North Central	1962	18%	124
Went to beach on domestic vacation in last 12 mo	1385	13%	112

Leisure: *What types of activities do your customers engage in?*

Bought lottery ticket in last 12 mo: Instant Game	1770	16%	115
Did woodworking in last 12 months	2018	19%	123
Member of union	1543	14%	112
Member of veterans club	3952	36%	119
Gambled at casino 6+ times in last 12 months	1665	15%	109
Attended country music performance in last 12 mo	2622	24%	116
Did birdwatching in last 12 months	4448	41%	116
Played board game in last 12 months	773	7%	112
Played cards in last 12 months	1699	16%	111
Participated in hunting with rifle	3125	29%	114
Participated in hunting with shotgun	631	6%	123
Participated in motorcycling	2632	24%	121
Participated in fishing (fresh water)	292	3%	118

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of US households. Please see Appendix 1 for more detail on data and methodology.

Preliminary Recommendations: Business Opportunities

Introduction:

In late January, 2009 a retail study group consisting of local retailers and business leaders met and looked over the initial findings of the report, the Tapestry Segmentation Profile and the Retail Market Potential sections in particular. Based on this information and their local knowledge of the market, the retail study group came up with a few recommendations for retail business opportunities:

1. Entertainment or Amusement
 - a. Indoor waterpark?
2. Hobby or craft store
3. Gift or novelty store
4. Furniture store
5. Personal goods repair
6. Home improvement center
 - a. Home Depot
7. Limited service eating places
 - a. Coffee shop with drive thru
 - b. Specific food categories like hotdog or ice cream

Results of the Market Area Profile were presented on March 31, 2009 at a meeting of the Faribault Area Chamber of Commerce. Attendees (n= about 60) choose their top three store formats from the preliminary recommendations using anonymous voting based on greatest community need.

- Entertainment or Amusement
- Hobby or Craft Store
- Home Improvement Center
- Limited-service Eating Place

Table 1: Result of voting on preliminary recommendations

5.) Please rank your top three	Responses	
Entertainment or Amusement	22	17.46%
Hobby or craft store	21	16.67%
Gift or novelty store	14	11.11%
Furniture store	8	6.35%
Personal goods repair	14	11.11%
Home improvement center	25	19.84%
Limited service eating place	22	17.46%
Totals	126	100%

*These are only recommendations to identify business opportunities in the local market. Any entrepreneur should engage in business planning using statistics particular to his or her industry (like benchmarks from a national trade association) to vet these recommendations before pursuing a business launch.

Retail Gap Analysis

This report estimates the potential number of businesses across 73 store categories based on the spending of the area residents (demand) compared to the number of stores in the trade area (supply). Those categories where demand is greater than supply are opportunities for businesses development. Demand estimates are calculated from US Economic Census data and supply listings are from InfoUSA, which compiles a national database of businesses (see Appendix 1 for more details).

NAICS	Name	MN Sales Per Capita	Average Sales per MN Store	Potential Sales in Trade Area	No. of Stores (Demand)	No. of Stores (Supply)*	Potential Stores (Demand - Supply)
Vehicle, Furniture, and Building Materials							
44111	New car dealers	\$ 2,596	\$23,849,936	\$ 77,484,560	3.2	1	2.2
44112	Used car dealers **	\$ 185	\$ 660,285	\$ 5,514,517	8.4	6	2.4
44121	Recreational vehicle dealers **	\$ 68	\$ 2,031,511	\$ 2,038,758	1.0	0	1.0
44122	Motorcycle, boat, & other motor vehicles**	\$ 211	\$ 1,425,017	\$ 6,310,218	4.4	6	-1.6
4413	Automotive parts, accessories, & tire stores	\$ 243	\$ 827,757	\$ 7,251,116	8.8	6	2.8
4421	Furniture stores	\$ 213	\$ 1,749,541	\$ 6,358,512	3.6	3	0.6
4422	Home furnishings stores	\$ 191	\$ 861,742	\$ 5,706,811	6.6	4	2.6
44311	Appliance, television, & other electronics stores	\$ 353	\$ 2,165,660	\$ 10,523,118	4.9	10	-5.1
44312	Computer & software stores	\$ 67	\$ 1,042,462	\$ 1,985,970	1.9	3	-1.1
44313	Camera & photographic supplies stores	\$ 19	\$ 1,025,277	\$ 569,693	0.6	0	0.6
44411	Home centers	\$ 421	\$14,860,573	\$ 12,554,377	0.8	1	-0.2
44412	Paint & wallpaper stores	\$ 34	\$ 1,087,977	\$ 1,017,834	0.9	1	-0.1
44413	Hardware stores	\$ 114	\$ 1,078,077	\$ 3,404,696	3.2	2	1.2
44419	Specialized building material dealers	\$ 489	\$ 2,218,778	\$ 14,605,599	6.6	10	-3.4
4442	Lawn & garden equipment & supplies stores	\$ 289	\$ 2,004,603	\$ 8,626,674	4.3	7	-2.7
Food, Health, and General Merchandise							
4451	Grocery stores	\$ 1,633	\$ 5,470,174	\$ 48,724,865	8.9	9	-0.1
4452	Specialty food stores**	\$ 44	\$ 250,253	\$ 1,325,256	5.3	4	1.3
4453	Beer, wine, & liquor stores	\$ 224	\$ 1,097,532	\$ 6,689,584	6.1	6	0.1
44611	Pharmacies & drug stores	\$ 493	\$ 4,007,090	\$ 14,722,361	3.7	4	-0.3
44612	Cosmetics, beauty supplies, perfume stores**	\$ 19	\$ 77,361	\$ 575,915	7.4	0	7.4
44613	Optical goods stores	\$ 31	\$ 505,027	\$ 910,574	1.8	1	0.8
44619	Other health care (vitamin, medical equip)**	\$ 43	\$ 230,709	\$ 1,284,545	5.6	4	1.6
4471	Gasoline stations	\$ 1,213	\$ 2,328,291	\$ 36,197,454	15.5	8	7.5
452	General merchandise stores	\$ 1,888	\$ 9,367,753	\$ 56,353,920	6.0	5	1.0
Clothing							
44811	Men's clothing stores	\$ 22	\$ 710,286	\$ 644,357	0.9	0	0.9
44812	Women's clothing stores	\$ 104	\$ 781,287	\$ 3,091,999	4.0	3	1.0
44813	Children's & infants' clothing stores	\$ 22	\$ 802,958	\$ 646,479	0.8	1	-0.2
44814	Family clothing stores	\$ 217	\$ 2,141,328	\$ 6,471,185	3.0	2	1.0
44815	Clothing accessories stores**	\$ 9	\$ 166,937	\$ 278,274	1.7	0	1.7
44819	Specialized clothing stores (dress, etc)**	\$ 30	\$ 314,183	\$ 899,597	2.9	4	-1.1
44821	Shoe stores	\$ 66	\$ 736,215	\$ 1,961,896	2.7	1	1.7
44831	Jewelry stores	\$ 84	\$ 562,839	\$ 2,495,539	4.4	4	0.4
44832	Luggage & leather goods stores	\$ 4	\$ 449,951	\$ 107,149	0.2	0	0.2
Leisure Goods							
45111	Sporting goods stores	\$ 177	\$ 880,427	\$ 5,286,432	6.0	7	-1.0
45112	Hobby, toy, & game stores**	\$ 55	\$ 527,447	\$ 1,632,845	3.1	2	1.1
45113	Sewing, needlework, & piece goods stores**	\$ 28	\$ 253,456	\$ 832,060	3.3	3	0.3
45114	Musical instrument & supplies stores**	\$ 26	\$ 603,096	\$ 769,383	1.3	1	0.3
45121	Traveler accommodation	\$ 56	\$ 414,203	\$ 1,665,073	4.0	1	3.0
45122	Tape, compact disc, & record stores	\$ 19	\$ 560,296	\$ 568,649	1.0	0	1.0

NAICS	Name	MN Sales Per Capita	Sales per Ave. MN Store	Potential Sales in Trade Area	No. of Stores (Demand)	No. of Stores (Supply)*	Potential Stores (Demand Supply)
Miscellaneous Retail							
4531	Florists	\$ 41	\$ 253,814	\$ 1,234,744	4.9	3	1.9
45321	Office supplies & stationery stores	\$ 62	\$ 1,413,141	\$ 1,858,861	1.3	2	-0.7
45322	Gift, novelty, & souvenir stores**	\$ 84	\$ 218,920	\$ 2,496,155	11.4	4	7.4
4533	Used merchandise stores	\$ 36	\$ 120,809	\$ 1,075,408	8.9	5	3.9
45391	Pet & pet supplies stores	\$ 36	\$ 629,999	\$ 1,071,605	1.7	2	-0.3
45392	Art dealers**	\$ 11	\$ 134,523	\$ 333,313	2.5	2	0.5
45393	Manufactured (mobile) home dealers	\$ 39	\$ 2,113,960	\$ 1,162,631	0.5	1	-0.5
51213	Motion picture & video exhibition**	\$ 41	\$ 508,869	\$ 1,234,875	2.4	1	1.4
54192	Photographic services	\$ 75	\$ 721,509	\$ 2,245,885	3.1	6	-2.9
Rental							
5321	Automotive equipment rental & leasing	\$ 185	\$ 5,065,240	\$ 5,514,100	1.1	1	0.1
53222	Formal wear & costume rental**	\$ 4	\$ 271,278	\$ 133,816	0.5	0	0.5
53223	Video tape & disc rental	\$ 31	\$ 415,012	\$ 912,989	2.2	2	0.2
5323	General rental centers**	\$ 20	\$ 49,757	\$ 610,505	12.3	0	12.3
Amusement and Recreation							
7131	Amusement parks & arcades**	\$ 27	\$ 51,030	\$ 792,767	15.5	0	15.5
7139	Other amusement (bowling, golf, fitness)	\$ 230	\$ 508,628	\$ 6,860,688	13.5	11	2.5
Accommodation and Food Services							
7211	Traveler accommodation	\$ 460	\$ 1,673,589	\$ 13,721,151	8.2	10	-1.8
7212	RV parks & recreational camps**	\$ 25	\$ 218,442	\$ 738,169	3.4	2	1.4
7221	Full-service restaurants	\$ 597	\$ 829,891	\$ 17,823,961	21.5	30	-8.5
7222	Limited-service eating places	\$ 491	\$ 499,216	\$ 14,642,129	29.3	5	24.3
7224	Drinking places (alcoholic beverages)	\$ 78	\$ 321,765	\$ 2,322,415	7.2	6	1.2
Auto and Equipment Services							
81111	Automotive mechanical & electrical repair**	\$ 203	\$ 242,487	\$ 6,063,173	25.0	17	8.0
81112	Automotive body, paint, interior, & glass**	\$ 153	\$ 308,050	\$ 4,570,864	14.8	7	7.8
81119	Other automotive repair & maintenance**	\$ 47	\$ 189,052	\$ 1,412,768	7.5	3	4.5
81141	Home/garden equipment & appliance repair**	\$ 14	\$ 90,125	\$ 413,906	4.6	6	-1.4
81142	Reupholstery & furniture repair**	\$ 8	\$ 66,137	\$ 249,743	3.8	3	0.8
81143	Footwear & leather goods repair**	\$ 1	\$ 65,556	\$ 33,081	0.5	0	0.5
81149	Personal goods repair (watch, boat, garment) **	\$ 32	\$ 36,396	\$ 957,304	26.3	8	18.3
Personal Services							
812111	Barber shops**	\$ 6	\$ 27,235	\$ 193,490	7.1	4	3.1
812112	Beauty salons**	\$ 118	\$ 74,988	\$ 3,522,136	47.0	25	22.0
812113	Nail salons**	\$ 9	\$ 43,930	\$ 271,248	6.2	4	2.2
81219	Other personal care services**	\$ 22	\$ 51,882	\$ 666,864	12.9	8	4.9
81231	Coin-operated laundries & drycleaners**	\$ 8	\$ 122,184	\$ 251,475	2.1	0	2.1
81232	Drycleaning & laundry (except coin-operated)	\$ 23	\$ 297,567	\$ 693,425	2.3	1	1.3
81291	Pet care (except veterinary) services**	\$ 9	\$ 40,375	\$ 270,817	6.7	2	4.7
81292	Photofinishing**	\$ 22	\$ 291,245	\$ 645,667	2.2	0	2.2

* Existing store records are from a national business database from InfoUSA and compiled from public sources including the Yellow Pages and annual reports. Care should be taken to investigate actual local conditions, including the number of operating businesses in any NAICS category.

** Denotes a store category with a high level of non-employers (over 40% of all MN businesses)

Appendix I: Data and Methodology

Tapestry Segmentation Profile:

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—“like seeks like.” These behaviors can be measured, predicted, and targeted. ESRI’s segmentation system, Community™ Tapestry™, combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.

Segmentation Methodology:

Based on the foundation of proven segmentation methodology introduced more than 30 years ago, the Community Tapestry system classifies U.S. neighborhoods into 65 market segments. Neighborhoods with the most similar characteristics are grouped together while neighborhoods showing divergent characteristics are separated.

Each neighborhood is analyzed and sorted by more than 60 attributes including income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior. U.S. consumer markets are multidimensional and diverse. Using a large array of attributes captures this diversity with the most powerful data available.

Data sources such as Census 2000 data, ESRI’s proprietary demographic updates, Acxiom’s InfoBase consumer database, Mediamark Research Inc.’s Doublebase 2004 national consumer survey, and other sources are used to capture the subtlety and vibrancy of the U.S. marketplace.

Source: Community Tapestry Handbook, May 2006. Available at <http://www.esri.com>

Media, Travel and Leisure Market Potential:

These habits are derived from an ongoing, comprehensive study of the adult population of the United States called *The Survey of the American Consumer*. The survey is conducted by Mediamark Research, a national marketing firm. Conducted continuously since 1979, Mediamark surveys the demographics, product usage, and media exposure of all persons aged 18 and over in the contiguous 48 states.

Market Potential Methodology:

One adult per household is selected to participate in the survey. Each listed household is predesignated with the sex of the prospective respondent. If the household does not have any adult member of the predesignated sex, then the available respondent is selected. This is done in such a way that men and women constitute, in effect, separate samples of randomly selected individuals.

The completed Mediamark sample consists of over 25,000 respondents. Each year the sample is completely redrawn, with 13,000 new respondents entering the survey every six months. 2,400 new clusters are selected yearly from a continuously updated master list.

Resulting data is weighted to reflect the probabilities of selection inherent in the sample design and then balanced so that major study demographics match the most recent independent estimates. Weighting and subsequent balancing are accomplished within the male and female portions of the sample. The samples are then balanced on a set of population parameters.

For more information, see <http://www.mediamark.com> and follow *The Survey of the American Consumer*.

Retail Gap Analysis:

The retail gap analysis is a basic comparison of the demand for retail goods and services in an area and the supply of retail goods and services in the same area. Store categories where demand is greater than supply hold opportunity for business development and possible investigation.

Demand Data and Methodology:

Demand is calculated from 2002 US Economic Census data updated for inflation. The US Economic Census is a federally-mandated census of businesses, which surveys all medium, large, and multi-establishment firms as well as compiles data on small firms and select industries from other federal administration records.

Of particular note are the gross sales estimates per stores category (NAICS code), which we use to calculate demand. Only Minnesota data were used to represent local consumption patterns and calculate per capita spending. For each Market Area Profile, the population of the target trade area is multiplied by per capita spending across all store categories, giving an estimate of gross sales demand. To best illustrate a store gap, total sales are converted into store equivalents using the average sales per store in each category.

Supply Data and Methodology:

Supply data is from InfoUSA, a national private business data compiler. The company collects information on over 12 million private and public US companies from various public data sources, including yellow pages, annual reports, and others business directories. For each Market Area Profile, business listings in the target area are sorted according to store category (NAICS code) and matched with the demand estimate in the same category for comparison.



Market Potential: Media

Faribault

Total 2008 Households: 10,879

Product/Consumer Behavior	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Light viewer of daytime TV	1124	10%	103
Medium viewer of daytime TV	1070	10%	97
Heavy viewer of daytime TV	1052	10%	96
Light viewer of primetime TV	2209	20%	102
Light-medium viewer of primetime TV	2268	21%	104
Medium viewer of primetime TV	2190	20%	100
HH watched 15+ hours of cable TV last week	6029	55%	101
Watched 1-9 hours of cable TV last week	8239	76%	102
Watched 10-20 hours of cable TV last week	2158	20%	101
Watched 21+ hours of cable TV last week	460	4%	94
Watched last week: A&E Television Network	2451	23%	108
Watched last week: ABC Family Channel	2240	21%	104
HH has cable TV available in neighborhood	9556	88%	96
HH subscribes to cable TV	6602	61%	96
HH subscribes to digital cable TV	1293	12%	93
HH has pay TV	3061	28%	94
HH has satellite dish	2027	19%	116
HH watched cable TV last week	8163	75%	101
Medium-heavy viewer of primetime TV	2092	19%	96
Heavy viewer of primetime TV	2121	19%	98
Light magazine reader	2110	19%	95
Light-medium magazine reader	2352	22%	108
Medium magazine reader	2329	21%	108
Medium-heavy magazine reader	2177	20%	100
Heavy magazine reader	1912	18%	89
Read airline magazines	446	4%	76
Read automotive magazines	1557	14%	105
Read baby magazines	564	5%	97
Read boating magazines	312	3%	99
Read bridal magazines	406	4%	82
Read business/finance magazines	1673	15%	89
Read computer magazines	688	6%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Read Epicurean magazines	443	4%	80
Read fishing/hunting magazines	1749	16%	123
Read gardening magazines	515	5%	100
Read general editorial magazines	5035	46%	96
Read health magazines	1387	13%	100
Read home service magazines	3949	36%	104
Read motorcycle magazines	478	4%	120
Read music magazines	1210	11%	90
Read news - weekly magazines	4375	40%	94
Read parenthood magazines	1592	15%	101
Read science/technology magazines	689	6%	93
Read sports magazines	1547	14%	93
Read travel magazines	815	7%	82
Read women's fashion magazines	500	5%	72
Light newspaper reader	2138	20%	95
Light-medium newspaper reader	2313	21%	105
Medium newspaper reader	2094	19%	96
Medium-heavy newspaper reader	2238	21%	105
Heavy newspaper reader	2097	19%	98
Read any daily newspaper	5279	49%	101
Read one daily newspaper	4258	39%	102
Read two or more daily newspapers	1019	9%	94
Read any Sunday newspaper	6521	60%	103
Read one Sunday newspaper	5585	51%	102
Read two or more Sunday newspapers	936	9%	102
Read newspaper: business/finance section	3272	30%	101
Read newspaper: classified section	4155	38%	109
Read newspaper: comics section	3527	32%	109
Read newspaper: editorial page section	3841	35%	113
Read newspaper: fashion section	1462	13%	92
Read newspaper: food/cooking section	2929	27%	106
Read newspaper: general news section	6705	62%	105
Read newspaper: home/furnishings/gardening section	2342	22%	105
Read newspaper: movie listings/reviews section	2921	27%	103
Read newspaper: science & technology section	1965	18%	104
Read newspaper: sports section	3977	37%	107
Read newspaper: travel section	2119	19%	102
Read newspaper: TV/radio listings section	2866	26%	108
Light radio listener	2017	19%	92
Light-medium radio listener	2225	20%	103
Medium radio listener	2186	20%	101
Medium-heavy radio listener	2146	20%	99
Heavy radio listener	2305	21%	106
Radio format listen to: adult contemporary	1987	18%	101
Radio format listen to: all news	358	3%	58

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Radio format listen to: all talk	287	3%	66
Radio format listen to: alternative	1075	10%	102
Radio format listen to: classic hits	587	5%	120
Radio format listen to: classic rock	1309	12%	112
Radio format listen to: classical	381	4%	89
Radio format listen to: contemporary hit radio	2000	18%	97
Radio format listen to: country	2841	26%	124
Radio format listen to: Hispanic	268	2%	43
Radio format listen to: jazz	294	3%	60
Radio format listen to: news/talk	1427	13%	114
Radio format listen to: oldies	1322	12%	106
Radio format listen to: public	272	2%	85
Radio format listen to: religious	618	6%	106
Radio format listen to: rock	1408	13%	114
Radio format listen to: soft adult contemporary	733	7%	102
Radio format listen to: sports	360	3%	77
Radio format listen to: urban	910	8%	67
Radio format listen to: variety/other	796	7%	86
Radio listening: auto racing (NASCAR)	767	7%	115
Radio listening: baseball playoffs/World Series	1003	9%	104
Radio listening: baseball (regular season)	1167	11%	106
Radio listening: basketball (college)	633	6%	101
Radio listening: basketball (pro)	566	5%	89
Radio listening: football (college)	975	9%	104
Radio listening: football-Monday night (pro)	701	6%	102
Radio listening: football-weekend (pro)	1086	10%	108
Radio listening: golf	263	2%	92
Radio listening: ice hockey	441	4%	115
Radio listening: NFL playoffs/Superbowl	714	7%	105
Listen to Radio: 6:00 am - 10:00 am weekday	6066	56%	103
Listen to Radio: 10:00 am - 3:00 pm weekday	4356	40%	104
Listen to Radio: 3:00 pm - 7:00 pm weekday	5030	46%	103
Listen to Radio: 7:00 pm - midnight weekday	1819	17%	105
Listen to Radio: midnight - 6:00 am weekday	601	6%	103
Listen to Radio: 6:00 am - 10:00 am weekend	3458	32%	100
Listen to Radio: 10:00 am - 3:00 pm weekend	4643	43%	100
Listen to Radio: 3:00 pm - 7:00 pm weekend	3576	33%	99
Listen to Radio: 7:00 pm - midnight weekend	1768	16%	98
Listen to Radio: midnight - 6:00 am weekend	480	4%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally



Market Potential: Leisure

Faribault

Total 2008 Households: 10,879

Product/Consumer Behavior	Expected Number of Households	Expected Percent of Households	MPI
Cooked for fun in last 12 months	1720	16%	97
Did crossword puzzle in last 12 months	1790	16%	107
Flew a kite in last 12 months	474	4%	117
Did furniture refinishing in last 12 months	506	5%	103
Did indoor gardening/plant care in last 12 months	1968	18%	105
Bought lottery ticket in last 12 months	4186	38%	102
Bought lottery ticket in last 12 mo: Daily Drawing	543	5%	96
Bought lottery ticket in last 12 mo: Instant Game	2088	19%	115
Bought lottery ticket in last 12 mo: Lotto Drawing	2852	26%	103
Played lottery: <2 times in last 30 days	1402	13%	102
Played lottery: 2-5 times in last 30 days	1366	13%	100
Played lottery: 6+ times in last 30 days	1419	13%	105
Played musical instrument in last 12 months	869	8%	105
Did painting/drawing in last 12 months	776	7%	99
Did photography in last 12 months	1373	13%	103
Read book in last 12 months	4460	41%	103
Surfed the Internet in last 12 months	3124	29%	106
Played video game in last 12 months	1512	14%	105
Did woodworking in last 12 months	762	7%	123
Member of business club	248	2%	88
Member of charitable organization	587	5%	94
Member of church board	512	5%	103
Member of fraternal order	522	5%	106
Member of religious club	878	8%	103
Member of school or college board	173	2%	81
Member of union	675	6%	112
Member of veterans club	456	4%	119
Attended adult education course in last 12 months	708	7%	98
Attended auto show in last 12 months	916	8%	103
Went to bar/night club in last 12 months	2420	22%	106
Went to beach in last 12 months	2646	24%	98
Attended dance performance in last 12 months	361	3%	86
Danced/went dancing in last 12 months	1203	11%	91
Dined out in last 12 months	5876	54%	108
Dine out < once a month	540	5%	108
Dine out once a month	755	7%	112
Dine out 2-3 times a month	1380	13%	108
Dine out once a week	1377	13%	107
Dine out 2+ times per week	1183	11%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of US households.

Product/Consumer Behavior	Expected Number of Households	Expected Percent of Households	MPI
Gambled at casino in last 12 months	2008	18%	100
Gambled at casino 6+ times in last 12 months	294	3%	109
Gambled in Atlantic City in last 12 months	270	2%	71
Gambled in Las Vegas in last 12 months	465	4%	74
Attended horse races in last 12 months	287	3%	96
Attended movies in last 6 months	6525	60%	99
Attended movies in last 90 days: < once a month	3406	31%	105
Attended movies in last 90 days: once a month	1102	10%	93
Attended movies in last 90 days: 2-3 times a month	753	7%	83
Attended movies in last 90 days: once/week or more	316	3%	86
Prefer to see movie after second week of release	2989	27%	102
Went to museum in last 12 months	1440	13%	95
Attended music performance in last 12 months	2677	25%	103
Attended country music performance in last 12 mo	624	6%	116
Attended rock music performance in last 12 months	1070	10%	98
Went to live theater in last 12 months	1524	14%	95
Visited a theme park in last 12 months	2503	23%	95
Visited Disneyland (CA) in last 12 months	160	1%	44
Visited Disney World (FL)/12 mo: Animal Kingdom	293	3%	95
Visited Disney World (FL)/12 mo: Epcot Center	338	3%	97
Visited Disney World (FL)/12 mo: Magic Kingdom	374	3%	91
Visited Disney World (FL)/12 mo: MGM Studios	280	3%	91
Visited any Sea World in last 12 months	278	3%	75
Visited any Six Flags in last 12 months	551	5%	73
Visited Universal Studios (FL) in last 12 months	232	2%	81
Went to zoo in last 12 months	1292	12%	99
Played backgammon in last 12 months	261	2%	97
Played billiards/pool in last 12 months	1007	9%	104
Played bingo in last 12 months	476	4%	102
Did birdwatching in last 12 months	605	6%	116
Played board game in last 12 months	2054	19%	112
Played cards in last 12 months	2581	24%	111
Played chess in last 12 months	423	4%	90
Participated in hunting with rifle	665	6%	114
Participated in hunting with shotgun	608	6%	123
Participated in ice skating	326	3%	104
Play golf once a month	157	1%	97
Play golf 2-3 times a month	160	1%	90
Participated in horseback riding	366	3%	106
Participated in jogging/running	989	9%	91
Participated in motorcycling	402	4%	121
Participated in roller blading	359	3%	103
Participated in roller skating	245	2%	98
Participated in snorkeling	208	2%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of US households.

Product/Consumer Behavior	Expected Number of Households	Expected Percent of Households	MPI
Participated in soccer	290	3%	84
Participated in softball	542	5%	106
Participated in swimming	2091	19%	105
Participated in target shooting	395	4%	116
Participated in tennis	340	3%	73
Participated in volleyball	455	4%	107
Participated in walking for exercise	3694	34%	105
Participated in water skiing	200	2%	96
Participated in weight lifting	1105	10%	95
Participated in yoga	348	3%	82
Spent on high end sports/rec equip/12 mo: <\$100	341	3%	118
Spent on high end sports/rec equip/12 mo: \$100-249	304	3%	115
Spent on high end sports/rec equip/12 mo: \$250+	358	3%	100
Attend sports event: auto racing (NASCAR)	562	5%	111
Attend sports event: auto racing (not NASCAR)	503	5%	117
Attend sports event: baseball game	1377	13%	97
Attend sports event: basketball game (college)	526	5%	92
Attend sports event: basketball game (pro)	619	6%	96
Attend sports event: football game (college)	743	7%	95
Attend sports event: football-Mon night game (pro)	245	2%	81
Attend sports event: football-weekend game (pro)	674	6%	106
Attend sports event: golf tournament	328	3%	96
Attend sports event: ice hockey game	539	5%	104
Attend sports event: soccer game	333	3%	88
Participated in aerobics	947	9%	93
Participated in archery	271	2%	120
Participated in auto racing	248	2%	104
Participated in backpacking/hiking	859	8%	101
Participated in baseball	613	6%	103
Participated in basketball	999	9%	97
Participated in bicycling (mountain)	516	5%	115
Participated in bicycling (road)	1144	11%	108
Participated in boating (power)	800	7%	111
Participated in bowling	1328	12%	107
Participated in canoeing/kayaking	540	5%	110
Participated in downhill skiing	374	3%	91
Participated in fishing (fresh water)	1796	17%	118
Participated in fishing (salt water)	518	5%	95
Participated in football	504	5%	93
Participated in Frisbee	521	5%	104
Participated in golf	1387	13%	109
Play golf < once a month	501	5%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of US households.



Market Potential: Travel

Faribault

Total 2008 Households: 10,879

Product/Consumer Behavior	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Member of 1 frequent flyer program	836	8%	86
Member of 2 frequent flyer programs	390	4%	72
Member of 3+ frequent flyer programs	246	2%	64
Stayed 1+ nights at hotel/motel in last 12 months	4964	46%	105
Hotel/motel stayed in/12 mo: Best Western	872	8%	105
Hotel/motel stayed in/12 mo: Comfort Inn	686	6%	110
Hotel/motel stayed in/12 mo: Courtyard	261	2%	96
Hotel/motel stayed in/12 mo: Days Inn	611	6%	110
Hotel/motel stayed in/12 mo: Econo Lodge	245	2%	106
Hotel/motel stayed in/12 mo: Embassy Suites	251	2%	91
Hotel/motel stayed in/12 mo: Fairfield Inn	259	2%	103
Hotel/motel stayed in/12 mo: Hampton Inn	482	4%	111
Hotel/motel stayed in/12 mo: Hilton	307	3%	80
Hotel/motel stayed in/12 mo: Holiday Inn	650	6%	93
Hotel/motel stayed in/12 mo: Holiday Inn Express	387	4%	101
Hotel/motel stayed in/12 mo: Marriott	396	4%	73
Hotel/motel stayed in/12 mo: Motel 6	273	3%	99
Hotel/motel stayed in/12 mo: Ramada Inn	300	3%	98
Hotel/motel stayed in/12 mo: Super 8	424	4%	119
Domestic travel in last 12 months	6005	55%	101
Spent on domestic vacations last 12 mo: <\$1000	1621	15%	103
Spent on domestic vacations last 12 mo: \$1000-1499	889	8%	110
Spent on domestic vacations last 12 mo: \$1500-1999	464	4%	103
Spent on domestic vacations last 12 mo: \$2000-2999	371	3%	90
Spent on domestic vacations last 12 mo: \$3000+	383	4%	89
Domestic travel for business in last 12 months	860	8%	93
Domestic travel for personal reasons in last 12 mo	1626	15%	94
Domestic travel for vacation/honeymoon last 12 mo	4216	39%	105
Took 3+ domestic trips by plane in last 12 months	604	6%	72
Took 3+ domestic business trips by plane/12 months	208	2%	67
Took 3+ domestic non-business trips by plane/12 mo	340	3%	73
Airline used for domestic trip/12 mo: American	357	3%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Airline used for domestic trip/12 mo: Continental	205	2%	67
Airline used for domestic trip/12 mo: Delta	390	4%	79
Airline used for domestic trip/12 mo: Northwest	318	3%	98
Airline used for domestic trip/12 mo: Southwest	385	4%	74
Airline used for domestic trip/12 mo: United	299	3%	75
Airline used for domestic trip/12 mo: US Airways	286	3%	84
Rented car on domestic trip in last 12 months	483	4%	81
Visited on domestic trip last 12 mo: Northeast	1308	12%	98
Visited on domestic trip last 12 mo: South	3182	29%	99
Visited on domestic trip last 12 mo: North Central	1962	18%	124
Visited on domestic trip last 12 mo: West	1756	16%	88
Went backpacking/hiking on domestic vacation/12 mo	342	3%	101
Went to beach on domestic vacation in last 12 mo	1385	13%	112
Played golf on domestic vacation in last 12 months	300	3%	105
Visited National Park on domestic vacation/12 mo	654	6%	98
Foreign travel in last 3 years	2202	20%	84
Spent on foreign vacations last 12 mo: <\$1000	460	4%	80
Spent on foreign vacations last 12 mo: \$1000-2999	343	3%	79
Spent on foreign vacations last 12 mo: \$3000+	284	3%	68
Foreign travel for personal reasons in last 3 yrs	359	3%	77
Foreign travel for vacation/honeymoon last 3 yrs	1646	15%	85
Took foreign trip w/all-inclusive travel pkg/3 yrs	862	8%	94
Took foreign trip by cruise ship in last 3 yrs	427	4%	88
Took 3+ foreign trips by plane in last 3 yrs	271	2%	60
Took 3+ foreign vacation trips by plane last 3 yrs	225	2%	65
Airline used for foreign trip/3 yrs: American	378	3%	76
Airline used for foreign trip/3 yrs: British Air	109	1%	62
Airline used for foreign trip/3 yrs: Continental	168	2%	74
Airline used for foreign trip/3 yrs: Delta	285	3%	76
Airline used for foreign trip/3 yrs: Northwest	204	2%	89
Airline used for foreign trip/3 yrs: United	261	2%	71
Visited on foreign trip last 3 yrs: Canada	473	4%	103
Visited on foreign trip last 3 yrs: France	199	2%	66
Visited on foreign trip last 3 yrs: Germany	223	2%	93
Visited on foreign trip last 3 yrs: Hawaii	203	2%	72
Visited on foreign trip last 3 yrs: Italy	162	1%	60
Visited on foreign trip last 3 yrs: Mexico	502	5%	78
Visited on foreign trip last 3 yrs: United Kingdom	204	2%	63
Bought travelers checks in last 12 months	758	7%	97
Took cruise of more than one day in last 3 years	776	7%	92
Member of any frequent flyer program	1479	14%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally