

At A Glance:



Aitkin Market Area Profile, June 2009

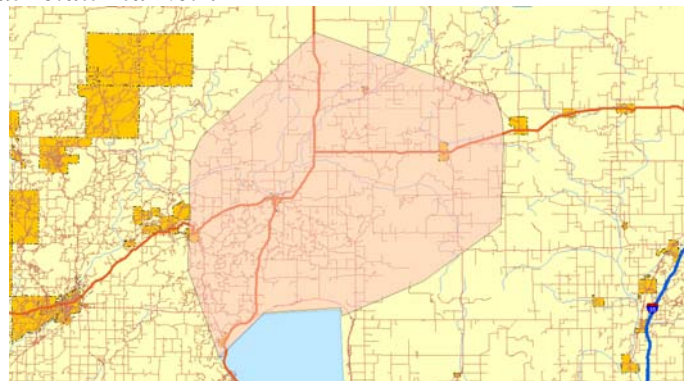
Results based on an analysis from multiple datasources, compiled using Business Analyst from ESRI (www.esri.com) and informed by a local retail study group.

See Appendix 1: *Data and Methodology* for more details.

How large is the local retail market ?

14,876 people living in 6,593 households, whose retail goods and services purchases account for \$135 Million.

The *seasonal* retail market includes another 4,858 households whose potential purchases in the area are estimated at \$85 Million.



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

| | | | |
|----------------------------------|----------|-----------------------------|----------|
| Median Household Income | \$42,136 | Median Net Worth | \$70,062 |
| Median Disposable Income | \$33,811 | Median Age | 48.8 |
| Households with related children | 25.2% | Households with persons 65+ | 35.8% |

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

| | | | |
|------------------------|-----------------------|-----------------------|------------------------|
| Seasonal Housing Units | 5,555 or 42% of total | Renter Occupied Units | 1,073 or 8.1% of total |
| Median home value | \$144,120 | | |

What types of customers live in the Aitkin trade area ?

| | <i>Rural Resort Dwellers</i> | <i>Rooted Rural</i> | <i>Senior Sun Seekers</i> |
|-------------------------|------------------------------|---------------------|---------------------------|
| Number of HHs | 2,669 | 752 | 740 |
| Percent of Households | 40.5% | 11.4% | 11.2% |
| Demographics | | | |
| Median Age | 47.1 years | 42.2 years | 52.5 years |
| Median Household Income | \$47,908 | \$38,050 | \$39,000 |
| Median Home Value | \$209,920 | \$101,198 | \$129,600 |

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Aitkin 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: June, 2009 by Ryan Pesch and John Bennett, Extension Educators, University of Minnesota Extension.

Sponsor: Aitkin County

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Customer Profile



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

Aitkin Trade Area

| | Aitkin | Minnesota |
|-----------------------------|---------------|------------------|
| 2008 Total Population | 14,876 | 5,357,700 |
| 2013 Total Population | 15,907 | 5,636,868 |
| 2008-2013 Annual Rate | 1.00% | 1.00% |
| 2008 Households | 6,593 | 2,099,737 |
| 2008 Average Household Size | 2.22 | 2.48 |
| 2013 Households | 7,113 | 2,218,134 |
| 2013 Average Household Size | 2.20 | 2.48 |
| 2008-2013 Annual Rate | 2.00% | 1.00% |

Income:



Median Household Income

| | Aitkin | Minnesota |
|------|---------------|------------------|
| 2000 | \$32,123 | \$47,143 |
| 2008 | \$42,136 | \$62,757 |
| 2013 | \$49,698 | \$73,083 |

Per Capita Income

| | Aitkin | Minnesota |
|------|---------------|------------------|
| 2000 | \$18,143 | \$23,199 |
| 2008 | \$23,459 | \$31,884 |
| 2013 | \$26,626 | \$38,864 |

2008 Household by Income

| Household Income Base | Aitkin | Minnesota |
|--------------------------|---------------|------------------|
| Household Income Base | 6,593 | 2,099,736 |
| <15,000 | 13.7% | 7.8% |
| \$15,000 - \$24,999 | 13.8% | 8.1% |
| \$25,000 - \$34,999 | 13.9% | 8.8% |
| \$35,000 - \$49,999 | 17.0% | 13.5% |
| \$50,000 - \$74,999 | 22.3% | 22.1% |
| \$75,000 - \$99,999 | 10.8% | 14.3% |
| \$100,000 - \$149,999 | 5.4% | 16.6% |
| \$150,000 - \$199,999 | 1.6% | 4.2% |
| \$200,000+ | 1.5% | 4.5% |
| Average Household Income | \$53,181 | \$80,432 |

2013 Household by Income

| Household Income Base | Aitkin | Minnesota |
|--------------------------|---------------|------------------|
| Household Income Base | 7,113 | 2,218,133 |
| <15,000 | 11.8% | 6.3% |
| \$15,000 - \$24,999 | 12.2% | 6.6% |
| \$25,000 - \$34,999 | 10.9% | 6.3% |
| \$35,000 - \$49,999 | 15.4% | 10.4% |
| \$50,000 - \$74,999 | 26.2% | 22.0% |
| \$75,000 - \$99,999 | 12.0% | 15.6% |
| \$100,000 - \$149,999 | 8.0% | 21.2% |
| \$150,000 - \$199,999 | 1.7% | 5.5% |
| \$200,000+ | 2.0% | 6.0% |
| Average Household Income | \$59,902 | \$97,774 |

2008 Households by Disposable Income

| Total Households | Aitkin | Minnesota |
|---------------------------|---------------|------------------|
| Total Households | 6,593 | 2,099,736 |
| <\$15,000 | 17.5% | 9.8% |
| \$15,000 - \$34,999 | 17.5% | 10.7% |
| \$35,000 - \$49,999 | 19.3% | 17.7% |
| \$50,000 - \$74,999 | 20.0% | 23.9% |
| \$75,000 - \$99,999 | 4.4% | 11.7% |
| \$100,000 - \$149,999 | 3.4% | 9.5% |
| \$150,000 - \$199,000 | 0.7% | 2.1% |
| \$200,000 + | 0.8% | 2.4% |
| Average Disposable Income | \$42,600 | \$63,250 |
| Median Disposable Income | \$33,811 | \$49,570 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI (www.esri.com).

Customer Profile



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

Aitkin Trade Area

| | <i>Aitkin</i> | <i>Minnesota</i> |
|-------------------------------------|---------------|------------------|
| 2008 Households by Net Worth | | |
| Total Households | 6,593 | 2,099,736 |
| <\$15,000 | 25.1% | 19.9% |
| \$15,000 - \$34,999 | 11.0% | 7.6% |
| \$35,000 - \$49,999 | 6.8% | 4.7% |
| \$50,000 - \$74,999 | 8.4% | 6.3% |
| \$75,000 - \$99,999 | 6.5% | 5.0% |
| \$100,000 - \$149,999 | 9.6% | 9.9% |
| \$150,000 - \$249,999 | 10.7% | 12.3% |
| \$250,000 - \$499,999 | 8.6% | 16.0% |
| \$500,000-\$999,999 | 7.3% | 10.8% |
| \$1,000,000+ | 5.99% | 7.54% |
| 2008 Average Net Worth | \$378,688 | \$493,460 |
| 2008 Median Net Worth | \$70,062 | \$129,686 |

Housing:



| | <i>Aitkin</i> | <i>Minnesota</i> |
|-------------------------------|---------------|------------------|
| 2008 Housing Units | | |
| Owner Occupied Housing Units | 41.7% | 67.0% |
| Renter Occupied Housing Units | 8.1% | 23.2% |
| Vacant Housing Units | 47.7% | 9.7% |

| | | |
|-------------------------------|-------|-------|
| 2013 Housing Units | | |
| Owner Occupied Housing Units | 41.4% | 66.0% |
| Renter Occupied Housing Units | 8.6% | 23.5% |
| Vacant Housing Units | 47.3% | 10.5% |

| | <i>Aitkin</i> | <i>Minnesota</i> |
|--------------------------|---------------|------------------|
| Median Home Value | | |
| 2000 | \$88,796 | \$118,064 |
| 2008 | \$144,120 | \$187,003 |
| 2013 | \$151,239 | \$196,336 |

| | <i>Aitkin</i> | <i>Minnesota</i> |
|---|---------------|------------------|
| 2008 Owner Occupied HUs by Value | | |
| Total Housing Units | 5,525 | 1,559,119 |
| <50,000 | 9.0% | 5.6% |
| \$50,000 - \$99,999 | 19.9% | 10.6% |
| \$100,000 - \$149,999 | 23.9% | 18.8% |
| \$150,000 - \$199,999 | 17.4% | 20.7% |
| \$200,000 - \$299,999 | 18.9% | 26.5% |
| \$300,000 - \$499,999 | 8.4% | 13.1% |
| \$500,000 - \$999,999 | 2.0% | 3.9% |
| \$1,000,000 + | 0.4% | 0.9% |
| Average Home Value | \$174,186 | \$219,229 |
| Median Home Value | \$144,120 | \$187,003 |

| | <i>Aitkin</i> | <i>Minnesota</i> |
|---|---------------|------------------|
| 2000 Housing Units by Units in Structure | | |
| Total Housing Units | 11,660 | 2,065,946 |
| 1, Detached | 76.6% | 67.8% |
| 1, Attached | 0.9% | 5.2% |
| 2 | 0.5% | 3.0% |
| 3 or 4 | 0.7% | 2.3% |
| 5 to 9 | 1.2% | 2.4% |
| 10 to 19 | 0.9% | 3.8% |
| 20 + | 1.9% | 10.7% |
| Mobile Home | 14.6% | 4.5% |
| Other | 3.0% | 0.0% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI (www.esri.com).

Customer Profile



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

Aitkin Trade Area

| | <i>Aitkin</i> | <i>Minnesota</i> |
|---|---------------|------------------|
| 2000 Housing Units by Year Structure Built | | |
| Total Housing Units | 11,661 | 2,065,946 |
| 1999 to March 2000 | 3.5% | 2.3% |
| 1995 to 1998 | 8.7% | 6.6% |
| 1990 to 1994 | 9.0% | 7.0% |
| 1980 to 1989 | 13.0% | 14.0% |
| 1970 to 1979 | 19.9% | 18.2% |
| 1969 or Earlier | 46.7% | 51.2% |
| Median Year Structure Built | 1972 | 1969 |

Population Demographics:



| Median Age | <i>Aitkin</i> | <i>Minnesota</i> |
|-------------------|---------------|------------------|
| 2000 | 45.7 | 35.4 |
| 2008 | 48.8 | 36.9 |
| 2013 | 50.8 | 37.6 |

| 2008 Population by Age | | |
|-------------------------------|--------|-----------|
| Total Population | 14,873 | 5,357,700 |
| 0 - 4 | 4.9% | 6.8% |
| 5 - 9 | 4.8% | 6.5% |
| 10 - 14 | 5.1% | 6.7% |
| 15 - 24 | 10.2% | 14.1% |
| 25 - 34 | 8.7% | 13.1% |
| 35 - 44 | 10.5% | 14.4% |
| 45 - 54 | 15.6% | 15.2% |
| 55 - 64 | 16.2% | 10.9% |
| 65 - 74 | 12.8% | 6.0% |
| 75 - 84 | 7.6% | 4.1% |
| 85 + | 3.5% | 2.1% |
| 18 + | 81.8% | 75.8% |

| 2008 Population by Race/Ethnicity | | |
|--|--------|-----------|
| Total Population | 14,876 | 5,357,700 |
| White Alone | 96.3% | 87.2% |
| Black Alone | 0.3% | 4.2% |
| American Indian Alone | 2.0% | 1.1% |
| Asian or Pacific Islander Alone | 0.3% | 3.8% |
| Some Other Race Alone | 0.3% | 1.8% |
| Two or More Races | 0.8% | 2.0% |
| Hispanic Origin | 0.9% | 3.9% |
| Diversity Index | 8.9 | 29.4 |

| 2008 Population 25+ by Educational Attainment | | |
|--|--------|-----------|
| Total Population | 11,147 | 3,526,447 |
| Less Than 9th Grade | 5.4% | 3.8% |
| 9th to 12th Grade, No Diploma | 10.3% | 5.8% |
| High School Graduate | 40.1% | 28.8% |
| Some College, No Degree | 22.5% | 22.6% |
| Associate Degree | 7.6% | 9.0% |
| Bachelor's Degree | 10.1% | 20.6% |
| Master's/Prof/Doctorate Degree | 4.0% | 9.4% |

| 2008 Population 15+ by Marital Status | | |
|--|--------|-----------|
| Total Population | 12,663 | 4,284,069 |
| Never Married | 19.0% | 28.7% |
| Married, Not Separated | 62.1% | 56.9% |
| Married, Separated | 18.9% | 14.4% |
| Widowed | 8.3% | 5.2% |
| Divorced | 10.6% | 9.2% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI (www.esri.com).

Customer Profile



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

Aitkin Trade Area

Household Demographics:



2000 Households by Type

| | <i>Aitkin</i> | <i>Minnesota</i> |
|------------------------------|---------------|------------------|
| Total | 5,702 | 1,895,127 |
| Family Households | 67.1% | 66.2% |
| Married-couple Family | 57.5% | 53.7% |
| With Related Children | 18.9% | 25.8% |
| Other Family (No Spouse) | 9.6% | 12.5% |
| With Related Children | 6.3% | 8.5% |
| Nonfamily Households | 32.9% | 33.8% |
| Householder Living Alone | 28.6% | 26.9% |
| Householder Not Living Alone | 4.3% | 6.9% |

2000 Households by Size

| | <i>Aitkin</i> | <i>Minnesota</i> |
|----------------------------------|---------------|------------------|
| Total | 5,702 | 1,895,127 |
| 1 Person Household | 28.6% | 26.9% |
| 2 Person Household | 42.5% | 33.9% |
| 3 Person Household | 11.2% | 15.0% |
| 4 Person Household | 10.2% | 14.4% |
| 5 Person Household | 5.0% | 6.5% |
| 6 Person Household | 1.7% | 2.1% |
| 7 + Person Household | 0.8% | 1.2% |
| Households with Related Children | 25.2% | 34.3% |
| Households with Persons 65+ | 35.8% | 21.3% |

2000 Households by Year Householder Moved In

| | <i>Aitkin</i> | <i>Minnesota</i> |
|----------------------------------|---------------|------------------|
| Total | 5,702 | 1,895,127 |
| Moved in 1999 to March 2000 | 13.7% | 17.6% |
| Moved in 1995 to 1998 | 25.8% | 28.4% |
| Moved in 1990 to 1994 | 19.2% | 17.4% |
| Moved in 1980 to 1989 | 20.2% | 16.6% |
| Moved in 1970 to 1979 | 11.6% | 10.0% |
| Moved in 1969 or Earlier | 9.5% | 10.0% |
| Median Year Householder Moved In | 1992 | 1994 |

2000 Households by Vehicles Available

| | <i>Aitkin</i> | <i>Minnesota</i> |
|--------------------------------------|---------------|------------------|
| Total | 5,702 | 1,895,127 |
| None | 6.4% | 7.7% |
| 1 | 31.6% | 31.2% |
| 2 | 41.2% | 42.2% |
| 3 | 15.3% | 13.7% |
| 4 | 3.8% | 3.8% |
| 5+ | 1.7% | 1.5% |
| Average Number of Vehicles Available | 1.9 | 1.8 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI (www.esri.com).

Customer Profile



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

Aitkin Trade Area

Employment:

Aitkin

Minnesota



2008 Employed Population 16+ by Industry

| | Aitkin | Minnesota |
|-------------------------------|--------|-----------|
| Total | | |
| Agriculture/Mining | 6,373 | 2,752,132 |
| Construction | 10.2% | 6.4% |
| Manufacturing | 10.9% | 13.4% |
| Wholesale Trade | 1.9% | 3.5% |
| Retail Trade | 10.7% | 11.1% |
| Transportation/Utilities | 4.2% | 4.8% |
| Information | 1.4% | 2.1% |
| Finance/Insurance/Real Estate | 5.4% | 8.0% |
| Services | 48.0% | 45.8% |
| Public Administration | 4.3% | 3.0% |

2008 Employed Population 16+ by Occupation

| | Aitkin | Minnesota |
|---------------------------------|--------|-----------|
| Total | 6,376 | 2,752,132 |
| White Collar | 50.3% | 62.5% |
| Management/Business/Financial | 11.9% | 15.5% |
| Professional | 16.7% | 22.4% |
| Sales | 10.0% | 11.3% |
| Administrative Support | 11.7% | 13.3% |
| Services | 22.3% | 15.8% |
| Blue Collar | 27.4% | 21.7% |
| Farming/Forestry/Fishing | 1.0% | 0.5% |
| Construction/Extraction | 8.1% | 5.0% |
| Installation/Maintenance/Repair | 4.2% | 3.5% |
| Production | 7.9% | 7.2% |
| Transportation/Material Moving | 6.2% | 5.6% |

2000 Workers 16+ by Means of Transportation to Work

| | Aitkin | Minnesota |
|----------------------------------|--------|-----------|
| Total | 5,342 | 2,541,611 |
| Drove Alone - Car, Truck, or Van | 75.5% | 77.6% |
| Carpooled - Car, Truck, or Van | 11.4% | 10.4% |
| Public Transportation | 0.3% | 3.2% |
| Walked | 4.5% | 3.3% |
| Other Means | 0.9% | 0.9% |
| Worked at Home | 7.5% | 4.6% |

2000 Workers 16+ by Travel Time to Work

| | Aitkin | Minnesota |
|--------------------------------------|--------|-----------|
| Total | 5,343 | 2,541,611 |
| Did not Work at Home | 92.5% | 95.4% |
| Less than 5 minutes | 7.0% | 4.4% |
| 5 to 9 minutes | 15.9% | 13.3% |
| 10 to 19 minutes | 26.3% | 31.0% |
| 20 to 24 minutes | 11.0% | 14.4% |
| 25 to 34 minutes | 14.8% | 17.3% |
| 35 to 44 minutes | 5.2% | 5.4% |
| 45 to 59 minutes | 5.3% | 5.3% |
| 60 to 89 minutes | 2.9% | 2.7% |
| 90 or more minutes | 4.0% | 1.5% |
| Worked at Home | 7.5% | 4.6% |
| Average Travel Time to Work (in min) | 24.1 | 21.9 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI (www.esri.com).

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 Mediamark Research's Doublebase national customer survey (see appendix 1 for more details).

| Top Segments: | Number of Households | Percent | Index |
|--------------------------|----------------------|---------|-------|
| 31 Rural Resort Dwellers | 2,669 | 40.5% | 2,514 |
| 46 Rooted Rural | 752 | 11.4% | 467 |
| 49 Senior Sun Seekers | 740 | 11.2% | 943 |
| 57 Simple Living | 685 | 10.4% | 722 |

31 Rural Resort Dwellers

Favoring milder climates and pastoral settings, Rural Resort Dwellers residents live in rural, nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 47.1 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$47,908. Modest living and simple consumer tastes describe this market. The rural setting calls for more riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.

46 Rooted Rural

Rooted Rural neighborhoods are located in rural areas throughout the country; however, more than three-fifths of the households are located in the South. Households are dominated by married-couple families. One-third of the households receive Social Security benefits. The median age is 42.2 years. Housing is predominantly single-family dwellings, with a strong presence of mobile homes and some seasonal housing. The median home value is \$101,198. Stable and settled, residents tend to move infrequently. They are do-it-yourselfers, constantly working on their homes, gardens, and vehicles. Many families have pets. Residents enjoy hunting, fishing, target shooting, boating, attending country music concerts, and listening to country music on the radio. Many households have a satellite dish; favorite stations include Outdoor Life Network and CMT.

49 Senior Sun Seekers

The Senior Sun Seekers market is one of the faster growing markets, located mainly in the South and West, especially in Florida. Escaping from cold winter climates, many residents have permanently relocated to warmer areas; others are "snowbirds" who move south for the winter. Most residents are retired or are anticipating retirement. The median age is 52.5 years; 63 percent of the householders are aged 55 years or older. Most households are single-family dwellings or mobile homes with a median value of \$129,580. There is a high proportion of seasonal housing. Many residents are members of veterans' clubs or fraternal orders. They own high-paying insurance policies and consult with financial advisors. Leisure activities include dining out, reading (especially boating magazines), watching TV, fishing, playing backgammon and bingo, working crossword puzzles, and gambling at casinos.

57 Simple Living

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.7 years. Approximately one-third of householders are aged 65 years or older; 19 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-six percent of households are occupied by renters. Forty percent of households receive Social Security benefits. Younger residents enjoy going out dancing, whereas seniors prefer going to bingo night. To stay fit, residents play softball and volleyball. Many households do not own a computer, cell phone, or DVD player. Residents watch hours of TV a day, especially sitcoms and science fiction shows.

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 | 6,593 | 100.0% | |
| L1. High Society | 0 | 0.0% | 0 |
| 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 | 0 | 0.0% | 0 |
| L2. Upscale Avenues | 328 | 5.0% | 36 |
| 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 | 328 | 5.0% | 159 |
| 18 Cozy and Comfortable | 0 | 0.0% | 0 |
| 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 | 0 | 0.0% | 0 |
| 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 | 0 | 0.0% | 0 |
| 39 Young and Restless | 0 | 0.0% | 0 |
| L5. Senior Styles | 2,089 | 31.7% | 254 |
| 14 Prosperous Empty Nesters | 0 | 0.0% | 0 |
| 15 Silver and Gold | 419 | 6.4% | 669 |
| 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 | 740 | 11.2% | 943 |
| 50 Heartland Communities | 245 | 3.7% | 170 |
| 57 Simple Living | 685 | 10.4% | 722 |
| 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 | 6,593 | 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 | 0 | 0.0% | 0 |
| 28 Aspiring Young Families | 0 | 0.0% | 0 |
| 48 Great Expectations | 0 | 0.0% | 0 |
| 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 | 640 | 9.7% | 110 |
| 24 Main Street, USA | 0 | 0.0% | 0 |
| 32 Rustbelt Traditions | 0 | 0.0% | 0 |
| 33 Midlife Junction | 640 | 9.7% | 388 |
| 34 Family Foundations | 0 | 0.0% | 0 |
| L11. Factories & Farms | 115 | 1.7% | 18 |
| 25 Salt of the Earth | 115 | 1.7% | 63 |
| 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 | 3,421 | 51.9% | 564 |
| 26 Midland Crowd | 0 | 0.0% | 0 |
| 31 Rural Resort Dwellers | 2,669 | 40.5% | 2,514 |
| 41 Crossroads | 0 | 0.0% | 0 |
| 46 Rooted Rural | 752 | 11.4% | 467 |
| 66 Unclassified | 0 | 0.0% | 0 |

Source: ESRI, 2008 Estimates and Projections

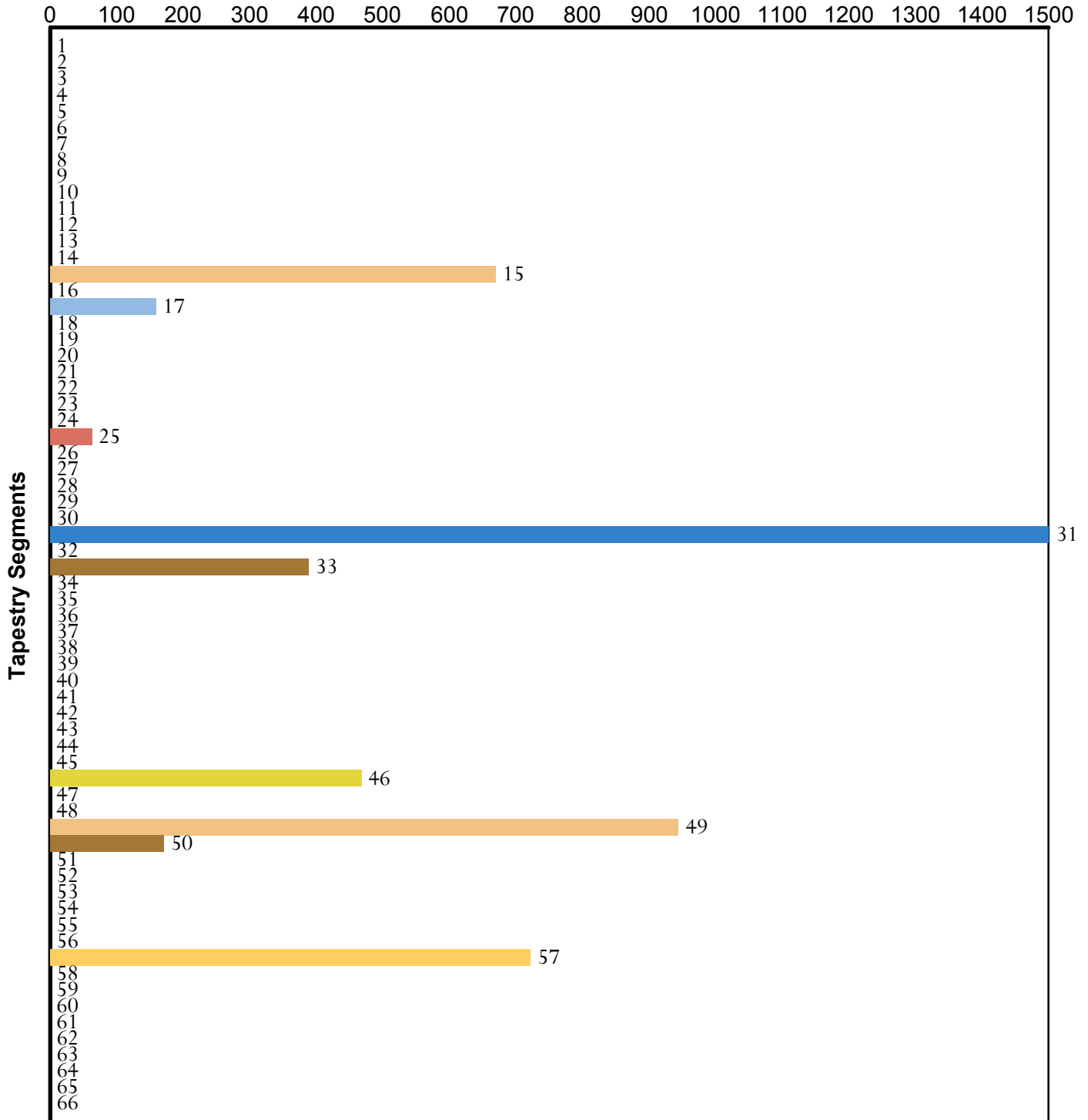
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. 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 Households</i> | <i>Expected % of Households</i> | <i>MPI</i> |
|-----------------------------------|---|---|------------|
| Light magazine reader | 1528 | 23% | 114 |
| Light-medium magazine reader | 1405 | 21% | 107 |
| Medium magazine reader | 1326 | 20% | 101 |
| Medium-heavy magazine reader | 1125 | 17% | 86 |
| Heavy magazine reader | 1208 | 18% | 92 |
| Read boating magazines | 316 | 5% | 165 |
| Read fishing/hunting magazines | 1173 | 18% | 136 |
| Read home service magazines | 2600 | 39% | 113 |

B. Newspaper Readership

| | | | |
|--|------|-----|-----|
| Light newspaper reader | 1516 | 23% | 112 |
| Light-medium newspaper reader | 1315 | 20% | 99 |
| Medium newspaper reader | 1145 | 17% | 87 |
| Medium-heavy newspaper reader | 1359 | 21% | 105 |
| Heavy newspaper reader | 1257 | 19% | 97 |
| Read any daily newspaper | 3180 | 48% | 100 |
| Read any Sunday newspaper | 3761 | 57% | 98 |
| Read newspaper: editorial page section | 2505 | 38% | 122 |
| Read newspaper: food/cooking section | 1878 | 28% | 112 |

C. Radio Listenership

| | | | |
|--|------|-----|-----|
| Light radio listener | 1611 | 24% | 121 |
| Light-medium radio listener | 1310 | 20% | 100 |
| Medium radio listener | 1196 | 18% | 91 |
| Medium-heavy radio listener | 1228 | 19% | 93 |
| Heavy radio listener | 1248 | 19% | 95 |
| Radio format listen to: country | 1942 | 29% | 139 |
| Radio format listen to: public | 223 | 3% | 115 |
| Radio format listen to: adult contemporary | 1256 | 19% | 106 |

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 | 2884 | 44% | 100 |
| Hotel/motel stayed in/12 mo: Best Western | 561 | 9% | 112 |
| Hotel/motel stayed in/12 mo: Comfort Inn | 463 | 7% | 123 |
| Hotel/motel stayed in/12 mo: Courtyard | 200 | 3% | 121 |
| Hotel/motel stayed in/12 mo: Days Inn | 467 | 7% | 139 |
| Hotel/motel stayed in/12 mo: Econo Lodge | 214 | 3% | 153 |
| Domestic travel in last 12 months | 3726 | 57% | 104 |
| Spent on domestic vacations last 12 mo: <\$1000 | 1021 | 15% | 107 |
| Spent on domestic vacations last 12 mo: \$1000-1499 | 474 | 7% | 97 |
| Spent on domestic vacations last 12 mo: \$1500-1999 | 294 | 4% | 108 |
| Spent on domestic vacations last 12 mo: \$2000-2999 | 236 | 4% | 95 |
| Spent on domestic vacations last 12 mo: \$3000+ | 254 | 4% | 97 |
| Domestic travel for business in last 12 months | 488 | 7% | 87 |
| Domestic travel for personal reasons in last 12 mo | 1179 | 18% | 113 |
| Domestic travel for vacation/honeymoon last 12 mo | 2483 | 38% | 102 |

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

| | | | |
|---|------|-----|-----|
| Did indoor gardening/plant care in last 12 months | 1364 | 21% | 120 |
| Bought lottery ticket in last 12 months | 2481 | 38% | 100 |
| Read book in last 12 months | 2972 | 45% | 113 |
| Member of veterans club | 374 | 6% | 161 |
| Dined out in last 12 months | 3617 | 55% | 110 |
| Dine out < once a month | 308 | 5% | 102 |
| Dine out once a month | 369 | 6% | 90 |
| Dine out 2-3 times a month | 914 | 14% | 118 |
| Dine out once a week | 955 | 14% | 123 |
| Attended movies in last 6 months | 3446 | 52% | 86 |
| Played bingo in last 12 months | 349 | 5% | 124 |
| Did birdwatching in last 12 months | 562 | 9% | 178 |
| Participated in boating (power) | 743 | 11% | 171 |
| Participated in fishing (fresh water) | 1302 | 20% | 141 |

Please see Appendix 1 for more detail.

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.

Preliminary Recommendations: Business Opportunities

Introduction:

In May, 2009 a retail study group consisting of local retailers and business leaders met and looked over the initial findings of the report and the Retail Gap Analysis in particular. Based on this information and their local knowledge of the market, the retail study group came up with a few preliminary recommendations for retail business opportunities:

1. Jewelry store
2. Women's apparel
3. Antique store
4. Beauty salon
5. Downtown bar
6. Pet supplies
7. Niche stores
8. 2nd hand general merchandise

*These are only recommendations to identify business opportunities in the local market. Any entrepreneur should engage in business planning to vet these recommendations before pursuing a business launch.

Retail Gap Analysis: Aitkin

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 | \$ 38,622,850 | 1.6 | 3 | -1.4 |
| 44112 | Used car dealers ** | \$ 185 | \$ 660,285 | \$ 2,748,759 | 4.2 | 1 | 3.2 |
| 44121 | Recreational vehicle dealers ** | \$ 68 | \$ 2,031,511 | \$ 1,016,237 | 0.5 | 1 | -0.5 |
| 44122 | Motorcycle, boat, & other motor vehicles** | \$ 211 | \$ 1,425,017 | \$ 3,145,383 | 2.2 | 9 | -6.8 |
| 4413 | Automotive parts, accessories, & tire stores | \$ 243 | \$ 827,757 | \$ 3,614,382 | 4.4 | 4 | 0.4 |
| 4421 | Furniture stores | \$ 213 | \$ 1,749,541 | \$ 3,169,455 | 1.8 | 3 | -1.2 |
| 4422 | Home furnishings stores | \$ 191 | \$ 861,742 | \$ 2,844,609 | 3.3 | 5 | -1.7 |
| 44311 | Appliance, television, & other electronics stores | \$ 353 | \$ 2,165,660 | \$ 5,245,339 | 2.4 | 4 | -1.6 |
| 44312 | Computer & software stores | \$ 67 | \$ 1,042,462 | \$ 989,924 | 0.9 | 3 | -2.1 |
| 44313 | Camera & photographic supplies stores | \$ 19 | \$ 1,025,277 | \$ 283,968 | 0.3 | 0 | 0.3 |
| 44411 | Home centers | \$ 421 | \$14,860,573 | \$ 6,257,838 | 0.4 | 2 | -1.6 |
| 44412 | Paint & wallpaper stores | \$ 34 | \$ 1,087,977 | \$ 507,348 | 0.5 | 0 | 0.5 |
| 44413 | Hardware stores | \$ 114 | \$ 1,078,077 | \$ 1,697,100 | 1.6 | 2 | -0.4 |
| 44419 | Specialized building material dealers | \$ 489 | \$ 2,218,778 | \$ 7,280,287 | 3.3 | 12 | -8.7 |
| 4442 | Lawn & garden equipment & supplies stores | \$ 289 | \$ 2,004,603 | \$ 4,300,040 | 2.1 | 3 | -0.9 |
| Food, Health, and General Merchandise | | | | | | | |
| 4451 | Grocery stores | \$ 1,633 | \$ 5,470,174 | \$ 24,287,330 | 4.4 | 6 | -1.6 |
| 4452 | Specialty food stores** | \$ 44 | \$ 250,253 | \$ 660,585 | 2.6 | 0 | 2.6 |
| 4453 | Beer, wine, & liquor stores | \$ 224 | \$ 1,097,532 | \$ 3,334,481 | 3.0 | 6 | -3.0 |
| 44611 | Pharmacies & drug stores | \$ 493 | \$ 4,007,090 | \$ 7,338,488 | 1.8 | 2 | -0.2 |
| 44612 | Cosmetics, beauty supplies, perfume stores** | \$ 19 | \$ 77,361 | \$ 287,070 | 3.7 | 0 | 3.7 |
| 44613 | Optical goods stores | \$ 31 | \$ 505,027 | \$ 453,884 | 0.9 | 0 | 0.9 |
| 44619 | Other health care (vitamin, medical equip)** | \$ 43 | \$ 230,709 | \$ 640,292 | 2.8 | 1 | 1.8 |
| 4471 | Gasoline stations | \$ 1,213 | \$ 2,328,291 | \$ 18,042,934 | 7.7 | 10 | -2.3 |
| 452 | General merchandise stores | \$ 1,888 | \$ 9,367,753 | \$ 28,090,099 | 3.0 | 4 | -1.0 |
| Clothing | | | | | | | |
| 44811 | Men's clothing stores | \$ 22 | \$ 710,286 | \$ 321,185 | 0.5 | 0 | 0.5 |
| 44812 | Women's clothing stores | \$ 104 | \$ 781,287 | \$ 1,541,233 | 2.0 | 0 | 2.0 |
| 44813 | Children's & infants' clothing stores | \$ 22 | \$ 802,958 | \$ 322,243 | 0.4 | 0 | 0.4 |
| 44814 | Family clothing stores | \$ 217 | \$ 2,141,328 | \$ 3,225,618 | 1.5 | 2 | -0.5 |
| 44815 | Clothing accessories stores** | \$ 9 | \$ 166,937 | \$ 138,708 | 0.8 | 0 | 0.8 |
| 44819 | Specialized clothing stores (dress, etc)** | \$ 30 | \$ 314,183 | \$ 448,412 | 1.4 | 1 | 0.4 |
| 44821 | Shoe stores | \$ 66 | \$ 736,215 | \$ 977,924 | 1.3 | 1 | 0.3 |
| 44831 | Jewelry stores | \$ 84 | \$ 562,839 | \$ 1,243,923 | 2.2 | 0 | 2.2 |
| 44832 | Luggage & leather goods stores | \$ 4 | \$ 449,951 | \$ 53,409 | 0.1 | 0 | 0.1 |
| Leisure Goods | | | | | | | |
| 45111 | Sporting goods stores | \$ 177 | \$ 880,427 | \$ 2,635,068 | 3.0 | 4 | -1.0 |
| 45112 | Hobby, toy, & game stores** | \$ 55 | \$ 527,447 | \$ 813,906 | 1.5 | 1 | 0.5 |
| 45113 | Sewing, needlework, & piece goods stores** | \$ 28 | \$ 253,456 | \$ 414,748 | 1.6 | 1 | 0.6 |
| 45114 | Musical instrument & supplies stores** | \$ 26 | \$ 603,096 | \$ 383,505 | 0.6 | 1 | -0.4 |
| 45121 | Traveler accommodation | \$ 56 | \$ 414,203 | \$ 829,970 | 2.0 | 1 | 1.0 |
| 45122 | Tape, compact disc, & record stores | \$ 19 | \$ 560,296 | \$ 283,448 | 0.5 | 0 | 0.5 |

| 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 | \$ 615,469 | 2.4 | 3 | -0.6 |
| 45321 | Office supplies & stationery stores | \$ 62 | \$ 1,413,141 | \$ 926,565 | 0.7 | 2 | -1.3 |
| 45322 | Gift, novelty, & souvenir stores** | \$ 84 | \$ 218,920 | \$ 1,244,230 | 5.7 | 7 | -1.3 |
| 4533 | Used merchandise stores | \$ 36 | \$ 120,809 | \$ 536,046 | 4.4 | 3 | 1.4 |
| 45391 | Pet & pet supplies stores | \$ 36 | \$ 629,999 | \$ 534,151 | 0.8 | 0 | 0.8 |
| 45392 | Art dealers** | \$ 11 | \$ 134,523 | \$ 166,143 | 1.2 | 4 | -2.8 |
| 45393 | Manufactured (mobile) home dealers | \$ 39 | \$ 2,113,960 | \$ 579,523 | 0.3 | 0 | 0.3 |
| 51213 | Motion picture & video exhibition** | \$ 41 | \$ 508,869 | \$ 615,534 | 1.2 | 1 | 0.2 |
| 54192 | Photographic services | \$ 75 | \$ 721,509 | \$ 1,119,481 | 1.6 | 3 | -1.4 |
| Rental | | | | | | | |
| 5321 | Automotive equipment rental & leasing | \$ 185 | \$ 5,065,240 | \$ 2,748,551 | 0.5 | 2 | -1.5 |
| 53222 | Formal wear & costume rental** | \$ 4 | \$ 271,278 | \$ 66,702 | 0.2 | 0 | 0.2 |
| 53223 | Video tape & disc rental | \$ 31 | \$ 415,012 | \$ 455,087 | 1.1 | 0 | 1.1 |
| 5323 | General rental centers** | \$ 20 | \$ 49,757 | \$ 304,311 | 6.1 | 1 | 5.1 |
| Amusement and Recreation | | | | | | | |
| 7131 | Amusement parks & arcades** | \$ 27 | \$ 51,030 | \$ 395,161 | 7.7 | 1 | 6.7 |
| 7139 | Other amusement (bowling, golf, fitness) | \$ 230 | \$ 508,628 | \$ 3,419,769 | 6.7 | 16 | -9.3 |
| Accommodation and Food Services | | | | | | | |
| 7211 | Traveler accommodation | \$ 460 | \$ 1,673,589 | \$ 6,839,427 | 4.1 | 21 | -16.9 |
| 7212 | RV parks & recreational camps** | \$ 25 | \$ 218,442 | \$ 367,947 | 1.7 | 14 | -12.3 |
| 7221 | Full-service restaurants | \$ 597 | \$ 829,891 | \$ 8,884,507 | 10.7 | 27 | -16.3 |
| 7222 | Limited-service eating places | \$ 491 | \$ 499,216 | \$ 7,298,496 | 14.6 | 4 | 10.6 |
| 7224 | Drinking places (alcoholic beverages) | \$ 78 | \$ 321,765 | \$ 1,157,628 | 3.6 | 6 | -2.4 |
| Auto and Equipment Services | | | | | | | |
| 81111 | Automotive mechanical & electrical repair** | \$ 203 | \$ 242,487 | \$ 3,022,241 | 12.5 | 6 | 6.5 |
| 81112 | Automotive body, paint, interior, & glass** | \$ 153 | \$ 308,050 | \$ 2,278,386 | 7.4 | 3 | 4.4 |
| 81119 | Other automotive repair & maintenance** | \$ 47 | \$ 189,052 | \$ 704,207 | 3.7 | 0 | 3.7 |
| 81141 | Home/garden equipment & appliance repair** | \$ 14 | \$ 90,125 | \$ 206,315 | 2.3 | 2 | 0.3 |
| 81142 | Reupholstery & furniture repair** | \$ 8 | \$ 66,137 | \$ 124,486 | 1.9 | 1 | 0.9 |
| 81143 | Footwear & leather goods repair** | \$ 1 | \$ 65,556 | \$ 16,489 | 0.3 | 0 | 0.3 |
| 81149 | Personal goods repair (watch, boat, garment) ** | \$ 32 | \$ 36,396 | \$ 477,176 | 13.1 | 3 | 10.1 |
| Personal Services | | | | | | | |
| 812111 | Barber shops** | \$ 6 | \$ 27,235 | \$ 96,447 | 3.5 | 2 | 1.5 |
| 812112 | Beauty salons** | \$ 118 | \$ 74,988 | \$ 1,755,639 | 23.4 | 13 | 10.4 |
| 812113 | Nail salons** | \$ 9 | \$ 43,930 | \$ 135,206 | 3.1 | 0 | 3.1 |
| 81219 | Other personal care services** | \$ 22 | \$ 51,882 | \$ 332,404 | 6.4 | 1 | 5.4 |
| 81231 | Coin-operated laundries & drycleaners** | \$ 8 | \$ 122,184 | \$ 125,350 | 1.0 | 0 | 1.0 |
| 81232 | Drycleaning & laundry (except coin-operated) | \$ 23 | \$ 297,567 | \$ 345,644 | 1.2 | 0 | 1.2 |
| 81291 | Pet care (except veterinary) services** | \$ 9 | \$ 40,375 | \$ 134,991 | 3.3 | 2 | 1.3 |
| 81292 | Photofinishing** | \$ 22 | \$ 291,245 | \$ 321,838 | 1.1 | 0 | 1.1 |

* 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

Aitkin

Total 2008 Households: 6,593

| Product/Consumer Behavior | <i>Expected Number of Households</i> | <i>Expected Percent of Households</i> | <i>MPI</i> |
|--|--|---|------------|
| Light viewer of daytime TV | 722 | 11% | 109 |
| Medium viewer of daytime TV | 652 | 10% | 98 |
| Heavy viewer of daytime TV | 599 | 9% | 90 |
| Light viewer of primetime TV | 1434 | 22% | 109 |
| Light-medium viewer of primetime TV | 1183 | 18% | 90 |
| Medium viewer of primetime TV | 1173 | 18% | 88 |
| HH watched 15+ hours of cable TV last week | 3674 | 56% | 102 |
| Watched 1-9 hours of cable TV last week | 5059 | 77% | 103 |
| Watched 10-20 hours of cable TV last week | 1542 | 23% | 119 |
| Watched 21+ hours of cable TV last week | 347 | 5% | 116 |
| HH has cable TV available in neighborhood | 4969 | 75% | 82 |
| HH subscribes to cable TV | 3497 | 53% | 84 |
| HH subscribes to digital cable TV | 557 | 8% | 66 |
| HH has pay TV | 1707 | 26% | 86 |
| HH has satellite dish | 1846 | 28% | 175 |
| HH watched cable TV last week | 5022 | 76% | 103 |
| Medium-heavy viewer of primetime TV | 1256 | 19% | 95 |
| Heavy viewer of primetime TV | 1547 | 23% | 118 |
| Light magazine reader | 1528 | 23% | 114 |
| Light-medium magazine reader | 1405 | 21% | 107 |
| Medium magazine reader | 1326 | 20% | 101 |
| Medium-heavy magazine reader | 1125 | 17% | 86 |
| Heavy magazine reader | 1208 | 18% | 92 |
| Read airline magazines | 265 | 4% | 74 |
| Read automotive magazines | 848 | 13% | 94 |
| Read baby magazines | 282 | 4% | 80 |
| Read boating magazines | 316 | 5% | 165 |
| Read bridal magazines | 223 | 3% | 75 |
| Read business/finance magazines | 921 | 14% | 81 |
| Read computer magazines | 301 | 5% | 66 |

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 | 299 | 5% | 89 |
| Read fishing/hunting magazines | 1173 | 18% | 136 |
| Read gardening magazines | 409 | 6% | 130 |
| Read general editorial magazines | 3143 | 48% | 99 |
| Read health magazines | 815 | 12% | 97 |
| Read home service magazines | 2600 | 39% | 113 |
| Read motorcycle magazines | 241 | 4% | 100 |
| Read music magazines | 600 | 9% | 74 |
| Read news - weekly magazines | 2489 | 38% | 88 |
| Read parenthood magazines | 713 | 11% | 75 |
| Read science/technology magazines | 394 | 6% | 88 |
| Read sports magazines | 832 | 13% | 83 |
| Read travel magazines | 685 | 10% | 113 |
| Read women's fashion magazines | 272 | 4% | 65 |
| Light newspaper reader | 1516 | 23% | 112 |
| Light-medium newspaper reader | 1315 | 20% | 99 |
| Medium newspaper reader | 1145 | 17% | 87 |
| Medium-heavy newspaper reader | 1359 | 21% | 105 |
| Heavy newspaper reader | 1257 | 19% | 97 |
| Read any daily newspaper | 3180 | 48% | 100 |
| Read one daily newspaper | 2576 | 39% | 102 |
| Read two or more daily newspapers | 605 | 9% | 92 |
| Read any Sunday newspaper | 3761 | 57% | 98 |
| Read one Sunday newspaper | 3203 | 49% | 97 |
| Read two or more Sunday newspapers | 557 | 8% | 100 |
| Read newspaper: business/finance section | 1992 | 30% | 102 |
| Read newspaper: classified section | 2425 | 37% | 105 |
| Read newspaper: comics section | 2293 | 35% | 117 |
| Read newspaper: editorial page section | 2505 | 38% | 122 |
| Read newspaper: fashion section | 909 | 14% | 95 |
| Read newspaper: food/cooking section | 1878 | 28% | 112 |
| Read newspaper: general news section | 4104 | 62% | 106 |
| Read newspaper: home/furnishings/gardening section | 1482 | 22% | 110 |
| Read newspaper: movie listings/reviews section | 1466 | 22% | 85 |
| Read newspaper: science & technology section | 1225 | 19% | 107 |
| Read newspaper: sports section | 2347 | 36% | 104 |
| Read newspaper: travel section | 1302 | 20% | 103 |
| Read newspaper: TV/radio listings section | 1766 | 27% | 110 |
| Light radio listener | 1611 | 24% | 121 |
| Light-medium radio listener | 1310 | 20% | 100 |
| Medium radio listener | 1196 | 18% | 91 |
| Medium-heavy radio listener | 1228 | 19% | 93 |
| Heavy radio listener | 1248 | 19% | 95 |
| Radio format listen to: adult contemporary | 1256 | 19% | 106 |
| Radio format listen to: all news | 137 | 2% | 37 |

| <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 | 156 | 2% | 59 |
| Radio format listen to: alternative | 327 | 5% | 51 |
| Radio format listen to: classic hits | 213 | 3% | 72 |
| Radio format listen to: classic rock | 680 | 10% | 96 |
| Radio format listen to: classical | 228 | 3% | 88 |
| Radio format listen to: contemporary hit radio | 792 | 12% | 64 |
| Radio format listen to: country | 1942 | 29% | 139 |
| Radio format listen to: Hispanic | 153 | 2% | 41 |
| Radio format listen to: jazz | 161 | 2% | 54 |
| Radio format listen to: news/talk | 636 | 10% | 84 |
| Radio format listen to: oldies | 723 | 11% | 96 |
| Radio format listen to: public | 223 | 3% | 115 |
| Radio format listen to: religious | 287 | 4% | 81 |
| Radio format listen to: rock | 671 | 10% | 90 |
| Radio format listen to: soft adult contemporary | 278 | 4% | 64 |
| Radio format listen to: sports | 160 | 2% | 56 |
| Radio format listen to: urban | 343 | 5% | 42 |
| Radio format listen to: variety/other | 462 | 7% | 82 |
| Radio listening: auto racing (NASCAR) | 474 | 7% | 117 |
| Radio listening: baseball playoffs/World Series | 541 | 8% | 93 |
| Radio listening: baseball (regular season) | 627 | 10% | 94 |
| Radio listening: basketball (college) | 339 | 5% | 90 |
| Radio listening: basketball (pro) | 262 | 4% | 68 |
| Radio listening: football (college) | 529 | 8% | 93 |
| Radio listening: football-Monday night (pro) | 337 | 5% | 81 |
| Radio listening: football-weekend (pro) | 589 | 9% | 96 |
| Radio listening: golf | 181 | 3% | 104 |
| Radio listening: ice hockey | 174 | 3% | 75 |
| Radio listening: NFL playoffs/Superbowl | 345 | 5% | 84 |
| Listen to Radio: 6:00 am - 10:00 am weekday | 3195 | 48% | 90 |
| Listen to Radio: 10:00 am - 3:00 pm weekday | 2430 | 37% | 96 |
| Listen to Radio: 3:00 pm - 7:00 pm weekday | 2590 | 39% | 87 |
| Listen to Radio: 7:00 pm - midnight weekday | 936 | 14% | 89 |
| Listen to Radio: midnight - 6:00 am weekday | 376 | 6% | 107 |
| Listen to Radio: 6:00 am - 10:00 am weekend | 2197 | 33% | 105 |
| Listen to Radio: 10:00 am - 3:00 pm weekend | 2573 | 39% | 92 |
| Listen to Radio: 3:00 pm - 7:00 pm weekend | 1969 | 30% | 90 |
| Listen to Radio: 7:00 pm - midnight weekend | 919 | 14% | 84 |
| Listen to Radio: midnight - 6:00 am weekend | 302 | 5% | 99 |

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: Travel

Aitkin

Total 2008 Households: 6,593

| Product/Consumer Behavior | Expected Number of Households | Expected Percent of Households | MPI |
|---|--|---|------------|
| Member of 1 frequent flyer program | 538 | 8% | 91 |
| Member of 2 frequent flyer programs | 251 | 4% | 76 |
| Member of 3+ frequent flyer programs | 148 | 2% | 64 |
| Stayed 1+ nights at hotel/motel in last 12 months | 2884 | 44% | 100 |
| Hotel/motel stayed in/12 mo: Best Western | 561 | 9% | 112 |
| Hotel/motel stayed in/12 mo: Comfort Inn | 463 | 7% | 123 |
| Hotel/motel stayed in/12 mo: Courtyard | 200 | 3% | 121 |
| Hotel/motel stayed in/12 mo: Days Inn | 467 | 7% | 139 |
| Hotel/motel stayed in/12 mo: Econo Lodge | 214 | 3% | 153 |
| Hotel/motel stayed in/12 mo: Embassy Suites | 140 | 2% | 83 |
| Hotel/motel stayed in/12 mo: Fairfield Inn | 189 | 3% | 124 |
| Hotel/motel stayed in/12 mo: Hampton Inn | 324 | 5% | 123 |
| Hotel/motel stayed in/12 mo: Hilton | 150 | 2% | 64 |
| Hotel/motel stayed in/12 mo: Holiday Inn | 419 | 6% | 99 |
| Hotel/motel stayed in/12 mo: Holiday Inn Express | 249 | 4% | 108 |
| Hotel/motel stayed in/12 mo: Marriott | 271 | 4% | 83 |
| Hotel/motel stayed in/12 mo: Motel 6 | 213 | 3% | 127 |
| Hotel/motel stayed in/12 mo: Ramada Inn | 182 | 3% | 98 |
| Hotel/motel stayed in/12 mo: Super 8 | 313 | 5% | 146 |
| Domestic travel in last 12 months | 3726 | 57% | 104 |
| Spent on domestic vacations last 12 mo: <\$1000 | 1021 | 15% | 107 |
| Spent on domestic vacations last 12 mo: \$1000-1499 | 474 | 7% | 97 |
| Spent on domestic vacations last 12 mo: \$1500-1999 | 294 | 4% | 108 |
| Spent on domestic vacations last 12 mo: \$2000-2999 | 236 | 4% | 95 |
| Spent on domestic vacations last 12 mo: \$3000+ | 254 | 4% | 97 |
| Domestic travel for business in last 12 months | 488 | 7% | 87 |
| Domestic travel for personal reasons in last 12 mo | 1179 | 18% | 113 |
| Domestic travel for vacation/honeymoon last 12 mo | 2483 | 38% | 102 |
| Took 3+ domestic trips by plane in last 12 months | 356 | 5% | 70 |
| Took 3+ domestic business trips by plane/12 months | 149 | 2% | 80 |
| Took 3+ domestic non-business trips by plane/12 mo | 200 | 3% | 71 |
| Airline used for domestic trip/12 mo: American | 212 | 3% | 74 |

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 | 108 | 2% | 58 |
| Airline used for domestic trip/12 mo: Delta | 281 | 4% | 94 |
| Airline used for domestic trip/12 mo: Northwest | 151 | 2% | 77 |
| Airline used for domestic trip/12 mo: Southwest | 261 | 4% | 83 |
| Airline used for domestic trip/12 mo: United | 171 | 3% | 70 |
| Airline used for domestic trip/12 mo: US Airways | 194 | 3% | 94 |
| Rented car on domestic trip in last 12 months | 237 | 4% | 65 |
| Visited on domestic trip last 12 mo: Northeast | 897 | 14% | 111 |
| Visited on domestic trip last 12 mo: South | 1916 | 29% | 99 |
| Visited on domestic trip last 12 mo: North Central | 995 | 15% | 104 |
| Visited on domestic trip last 12 mo: West | 1149 | 17% | 96 |
| Went backpacking/hiking on domestic vacation/12 mo | 182 | 3% | 89 |
| Went to beach on domestic vacation in last 12 mo | 582 | 9% | 78 |
| Played golf on domestic vacation in last 12 months | 166 | 3% | 96 |
| Visited National Park on domestic vacation/12 mo | 411 | 6% | 102 |
| Foreign travel in last 3 years | 1239 | 19% | 78 |
| Spent on foreign vacations last 12 mo: <\$1000 | 305 | 5% | 88 |
| Spent on foreign vacations last 12 mo: \$1000-2999 | 215 | 3% | 82 |
| Spent on foreign vacations last 12 mo: \$3000+ | 196 | 3% | 78 |
| Foreign travel for personal reasons in last 3 yrs | 189 | 3% | 66 |
| Foreign travel for vacation/honeymoon last 3 yrs | 976 | 15% | 83 |
| Took foreign trip w/all-inclusive travel pkg/3 yrs | 484 | 7% | 87 |
| Took foreign trip by cruise ship in last 3 yrs | 283 | 4% | 96 |
| Took 3+ foreign trips by plane in last 3 yrs | 178 | 3% | 65 |
| Took 3+ foreign vacation trips by plane last 3 yrs | 134 | 2% | 64 |
| Airline used for foreign trip/3 yrs: American | 220 | 3% | 73 |
| Airline used for foreign trip/3 yrs: British Air | 74 | 1% | 70 |
| Airline used for foreign trip/3 yrs: Continental | 110 | 2% | 80 |
| Airline used for foreign trip/3 yrs: Delta | 236 | 4% | 104 |
| Airline used for foreign trip/3 yrs: Northwest | 126 | 2% | 91 |
| Airline used for foreign trip/3 yrs: United | 139 | 2% | 62 |
| Visited on foreign trip last 3 yrs: Canada | 288 | 4% | 103 |
| Visited on foreign trip last 3 yrs: France | 133 | 2% | 72 |
| Visited on foreign trip last 3 yrs: Germany | 134 | 2% | 91 |
| Visited on foreign trip last 3 yrs: Hawaii | 177 | 3% | 104 |
| Visited on foreign trip last 3 yrs: Italy | 127 | 2% | 78 |
| Visited on foreign trip last 3 yrs: Mexico | 270 | 4% | 69 |
| Visited on foreign trip last 3 yrs: United Kingdom | 144 | 2% | 74 |
| Bought travelers checks in last 12 months | 434 | 7% | 91 |
| Took cruise of more than one day in last 3 years | 451 | 7% | 88 |
| Member of any frequent flyer program | 888 | 13% | 78 |

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

Aitkin

Total 2008 Households: 6,593

| Product/Consumer Behavior | Expected Number of Households | Expected Percent of Households | MPI |
|--|-------------------------------|--------------------------------|-----|
| Cooked for fun in last 12 months | 1094 | 17% | 102 |
| Did crossword puzzle in last 12 months | 1080 | 16% | 107 |
| Flew a kite in last 12 months | 258 | 4% | 105 |
| Did furniture refinishing in last 12 months | 296 | 4% | 100 |
| Did indoor gardening/plant care in last 12 months | 1364 | 21% | 120 |
| Bought lottery ticket in last 12 months | 2481 | 38% | 100 |
| Bought lottery ticket in last 12 mo: Daily Drawing | 314 | 5% | 92 |
| Bought lottery ticket in last 12 mo: Instant Game | 1177 | 18% | 107 |
| Bought lottery ticket in last 12 mo: Lotto Drawing | 1678 | 25% | 100 |
| Played lottery: <2 times in last 30 days | 626 | 10% | 75 |
| Played lottery: 2-5 times in last 30 days | 850 | 13% | 102 |
| Played lottery: 6+ times in last 30 days | 1004 | 15% | 123 |
| Played musical instrument in last 12 months | 436 | 7% | 87 |
| Did painting/drawing in last 12 months | 518 | 8% | 109 |
| Did photography in last 12 months | 879 | 13% | 108 |
| Read book in last 12 months | 2972 | 45% | 113 |
| Surfed the Internet in last 12 months | 1552 | 24% | 87 |
| Played video game in last 12 months | 738 | 11% | 85 |
| Did woodworking in last 12 months | 552 | 8% | 147 |
| Member of business club | 202 | 3% | 118 |
| Member of charitable organization | 390 | 6% | 103 |
| Member of church board | 352 | 5% | 117 |
| Member of fraternal order | 433 | 7% | 145 |
| Member of religious club | 521 | 8% | 101 |
| Member of school or college board | 108 | 2% | 84 |
| Member of union | 353 | 5% | 97 |
| Member of veterans club | 374 | 6% | 161 |
| Attended adult education course in last 12 months | 472 | 7% | 108 |
| Attended auto show in last 12 months | 559 | 8% | 104 |
| Went to bar/night club in last 12 months | 1291 | 20% | 93 |
| Went to beach in last 12 months | 1532 | 23% | 94 |
| Attended dance performance in last 12 months | 203 | 3% | 80 |
| Danced/went dancing in last 12 months | 719 | 11% | 90 |
| Dined out in last 12 months | 3617 | 55% | 110 |
| Dine out < once a month | 308 | 5% | 102 |
| Dine out once a month | 369 | 6% | 90 |
| Dine out 2-3 times a month | 914 | 14% | 118 |
| Dine out once a week | 955 | 14% | 123 |
| Dine out 2+ times per week | 761 | 12% | 109 |

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 | 1196 | 18% | 98 |
| Gambled at casino 6+ times in last 12 months | 154 | 2% | 94 |
| Gambled in Atlantic City in last 12 months | 141 | 2% | 61 |
| Gambled in Las Vegas in last 12 months | 253 | 4% | 66 |
| Attended horse races in last 12 months | 156 | 2% | 86 |
| Attended movies in last 6 months | 3446 | 52% | 86 |
| Attended movies in last 90 days: < once a month | 1798 | 27% | 91 |
| Attended movies in last 90 days: once a month | 560 | 8% | 78 |
| Attended movies in last 90 days: 2-3 times a month | 418 | 6% | 76 |
| Attended movies in last 90 days: once/week or more | 137 | 2% | 62 |
| Prefer to see movie after second week of release | 1471 | 22% | 83 |
| Went to museum in last 12 months | 785 | 12% | 86 |
| Attended music performance in last 12 months | 1442 | 22% | 91 |
| Attended country music performance in last 12 mo | 439 | 7% | 134 |
| Attended rock music performance in last 12 months | 489 | 7% | 74 |
| Went to live theater in last 12 months | 870 | 13% | 89 |
| Visited a theme park in last 12 months | 1154 | 17% | 72 |
| Visited Disneyland (CA) in last 12 months | 98 | 1% | 45 |
| Visited Disney World (FL)/12 mo: Animal Kingdom | 165 | 3% | 88 |
| Visited Disney World (FL)/12 mo: Epcot Center | 183 | 3% | 87 |
| Visited Disney World (FL)/12 mo: Magic Kingdom | 238 | 4% | 96 |
| Visited Disney World (FL)/12 mo: MGM Studios | 143 | 2% | 77 |
| Visited any Sea World in last 12 months | 220 | 3% | 98 |
| Visited any Six Flags in last 12 months | 303 | 5% | 66 |
| Visited Universal Studios (FL) in last 12 months | 162 | 2% | 93 |
| Went to zoo in last 12 months | 544 | 8% | 69 |
| Played backgammon in last 12 months | 127 | 2% | 78 |
| Played billiards/pool in last 12 months | 502 | 8% | 85 |
| Played bingo in last 12 months | 349 | 5% | 124 |
| Did birdwatching in last 12 months | 562 | 9% | 178 |
| Played board game in last 12 months | 952 | 14% | 85 |
| Played cards in last 12 months | 1442 | 22% | 102 |
| Played chess in last 12 months | 260 | 4% | 91 |
| Participated in hunting with rifle | 630 | 10% | 179 |
| Participated in hunting with shotgun | 495 | 8% | 165 |
| Participated in ice skating | 144 | 2% | 76 |
| Play golf once a month | 73 | 1% | 74 |
| Play golf 2-3 times a month | 115 | 2% | 107 |
| Participated in horseback riding | 211 | 3% | 101 |
| Participated in jogging/running | 387 | 6% | 59 |
| Participated in motorcycling | 252 | 4% | 125 |
| Participated in roller blading | 145 | 2% | 69 |
| Participated in roller skating | 137 | 2% | 91 |
| Participated in snorkeling | 105 | 2% | 69 |

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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 | 141 | 2% | 67 |
| Participated in softball | 292 | 4% | 95 |
| Participated in swimming | 1238 | 19% | 103 |
| Participated in target shooting | 332 | 5% | 161 |
| Participated in tennis | 180 | 3% | 64 |
| Participated in volleyball | 267 | 4% | 104 |
| Participated in walking for exercise | 2309 | 35% | 108 |
| Participated in water skiing | 115 | 2% | 91 |
| Participated in weight lifting | 553 | 8% | 78 |
| Participated in yoga | 171 | 3% | 66 |
| Spent on high end sports/rec equip/12 mo: <\$100 | 209 | 3% | 119 |
| Spent on high end sports/rec equip/12 mo: \$100-249 | 151 | 2% | 94 |
| Spent on high end sports/rec equip/12 mo: \$250+ | 203 | 3% | 93 |
| Attend sports event: auto racing (NASCAR) | 344 | 5% | 112 |
| Attend sports event: auto racing (not NASCAR) | 237 | 4% | 91 |
| Attend sports event: baseball game | 643 | 10% | 75 |
| Attend sports event: basketball game (college) | 285 | 4% | 82 |
| Attend sports event: basketball game (pro) | 212 | 3% | 54 |
| Attend sports event: football game (college) | 426 | 6% | 90 |
| Attend sports event: football-Mon night game (pro) | 136 | 2% | 74 |
| Attend sports event: football-weekend game (pro) | 249 | 4% | 65 |
| Attend sports event: golf tournament | 180 | 3% | 87 |
| Attend sports event: ice hockey game | 217 | 3% | 69 |
| Attend sports event: soccer game | 152 | 2% | 66 |
| Participated in aerobics | 483 | 7% | 78 |
| Participated in archery | 188 | 3% | 137 |
| Participated in auto racing | 159 | 2% | 110 |
| Participated in backpacking/hiking | 601 | 9% | 117 |
| Participated in baseball | 254 | 4% | 71 |
| Participated in basketball | 455 | 7% | 73 |
| Participated in bicycling (mountain) | 282 | 4% | 104 |
| Participated in bicycling (road) | 622 | 9% | 97 |
| Participated in boating (power) | 743 | 11% | 171 |
| Participated in bowling | 548 | 8% | 73 |
| Participated in canoeing/kayaking | 442 | 7% | 149 |
| Participated in downhill skiing | 217 | 3% | 86 |
| Participated in fishing (fresh water) | 1302 | 20% | 141 |
| Participated in fishing (salt water) | 515 | 8% | 156 |
| Participated in football | 236 | 4% | 72 |
| Participated in Frisbee | 251 | 4% | 83 |
| Participated in golf | 700 | 11% | 91 |
| Play golf < once a month | 239 | 4% | 84 |

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.

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