

At A Glance:



Aitkin Market Area Profile, June 2009

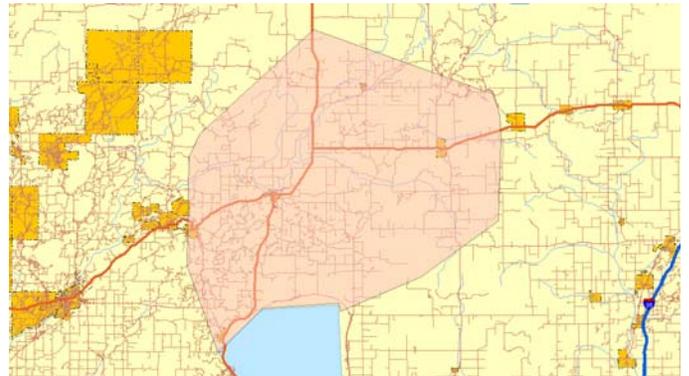
Results based on an analysis from multiple datasources, compiled using Business Analyst from ESRI (www.esri.com) and informed by a local retail study group.

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%
<u>Demographics</u>			
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:

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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	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	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	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



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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



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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



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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



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Aitkin Trade Area

Employment:



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 Mediarmk 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

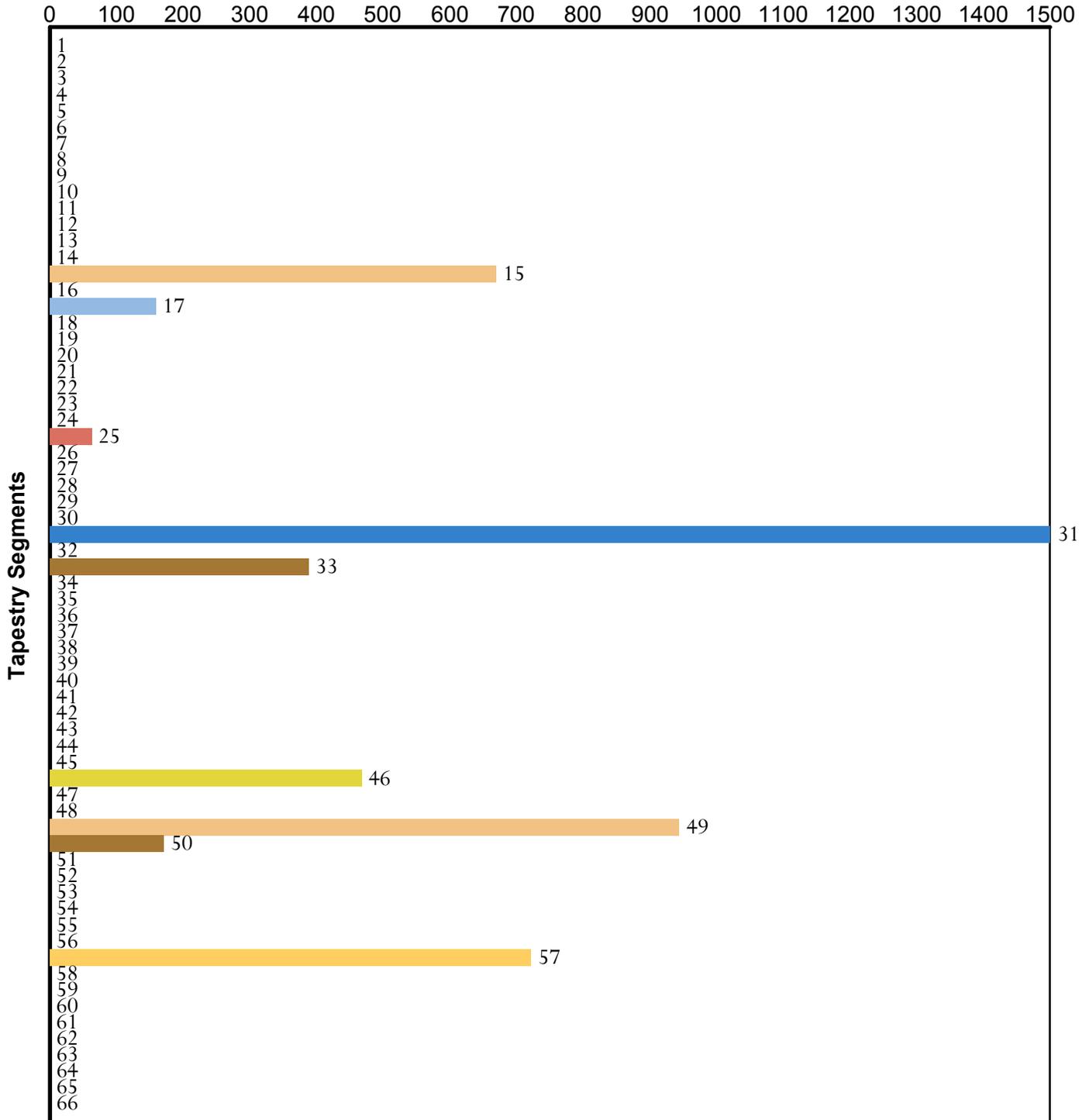
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households in the area, by Tapestry segment, to the percent of households or population in the United States, by segment.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



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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

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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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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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