



Glencoe Market Area Profile, May, 2011

This report profiles the customer base of the Glencoe trade area and analyzes the potential for retail and some service opportunities.

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

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

How large is the local retail market ?

The local market is made up of local residents. 9,812 people live in 3,740 households, whose estimated *potential* retail purchases account for \$83 Million.

The Glencoe retail study group board choose an area generally 10 miles around Glencoe, encompassing New Auburn in the South and Plato in the East, as a reasonable trade area for this analysis (see figure to right).



What do we know about households in the trade area?

Median Household Income	\$58,013	Average Household Size	2.57
		Median Age	38.2

What do we know about housing in the trade area ?

Median home value	\$150,379	Renter Occupied Units	18% of total
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Glencoe 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: City of Glencoe and Glencoe Area Chamber of Commerce

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	Glencoe Trade Area	Minnesota (27)
Population Summary		
2000 Total Population	9,368	4,919,479
2000 Group Quarters	131	135,883
2010 Total Population	9,812	5,334,772
2015 Total Population	9,913	5,461,840
2010-2015 Annual Rate	0.21%	0.47%
Household Summary		
2000 Households	3,506	1,895,127
2000 Average Household Size	2.63	2.52
2010 Households	3,740	2,092,019
2010 Average Household Size	2.59	2.48
2015 Households	3,799	2,150,988
2015 Average Household Size	2.57	2.47
2010-2015 Annual Rate	0.31%	0.56%
2000 Families	2,547	1,255,141
2000 Average Family Size	3.12	3.09
2010 Families	2,631	1,344,483
2010 Average Family Size	3.10	3.06
2015 Families	2,644	1,369,275
2015 Average Family Size	3.10	3.06
2010-2015 Annual Rate	0.10%	0.37%
Housing Unit Summary		
2000 Housing Units	3,622	2,065,946
Owner Occupied Housing Units	79.8%	68.4%
Renter Occupied Housing Units	17.0%	23.3%
Vacant Housing Units	3.1%	8.3%
2010 Housing Units	3,926	2,363,660
Owner Occupied Housing Units	77.5%	65.5%
Renter Occupied Housing Units	17.8%	23.0%
Vacant Housing Units	4.7%	11.5%
2015 Housing Units	4,040	2,469,289
Owner Occupied Housing Units	76.5%	64.6%
Renter Occupied Housing Units	17.5%	22.5%
Vacant Housing Units	6.0%	12.9%
Median Household Income		
2000	\$48,400	\$47,143
2010	\$58,013	\$62,263
2015	\$63,044	\$71,050
Median Home Value		
2000	\$101,670	\$118,064
2010	\$150,379	\$163,064
2015	\$166,851	\$188,222
Per Capita Income		
2000	\$20,449	\$23,198
2010	\$24,113	\$30,224
2015	\$27,229	\$35,001
Median Age		
2000	36.4	35.4
2010	38.2	37.0
2015	38.6	37.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	Glencoe Trade Area	Minnesota (27)
2000 Households by Income		
Household Income Base	3,503	1,896,209
<\$15,000	10.7%	12.1%
\$15,000 - \$24,999	12.1%	11.4%
\$25,000 - \$34,999	12.6%	12.4%
\$35,000 - \$49,999	16.4%	17.0%
\$50,000 - \$74,999	30.1%	22.4%
\$75,000 - \$99,999	10.9%	12.1%
\$100,000 - \$149,999	5.3%	8.3%
\$150,000 - \$199,999	0.6%	2.1%
\$200,000+	1.2%	2.2%
Average Household Income	\$53,725	\$59,348
2010 Households by Income		
Household Income Base	3,738	2,092,018
<\$15,000	6.8%	7.8%
\$15,000 - \$24,999	9.3%	8.1%
\$25,000 - \$34,999	8.8%	8.2%
\$35,000 - \$49,999	15.9%	14.1%
\$50,000 - \$74,999	28.9%	22.9%
\$75,000 - \$99,999	20.1%	16.3%
\$100,000 - \$149,999	8.0%	15.0%
\$150,000 - \$199,999	1.2%	4.0%
\$200,000+	1.0%	3.5%
Average Household Income	\$62,383	\$76,097
2015 Households by Income		
Household Income Base	3,797	2,150,987
<\$15,000	6.2%	6.8%
\$15,000 - \$24,999	7.1%	6.0%
\$25,000 - \$34,999	7.4%	6.6%
\$35,000 - \$49,999	12.1%	10.5%
\$50,000 - \$74,999	29.7%	22.8%
\$75,000 - \$99,999	21.4%	15.9%
\$100,000 - \$149,999	12.6%	20.5%
\$150,000 - \$199,999	2.1%	6.0%
\$200,000+	1.5%	4.9%
Average Household Income	\$70,059	\$87,797
2000 Owner Occupied Housing Units by Value		
Total	2,904	1,412,724
<\$50,000	9.6%	11.1%
\$50,000 - \$99,999	39.3%	27.6%
\$100,000 - \$149,999	29.7%	30.3%
\$150,000 - \$199,999	11.7%	15.5%
\$200,000 - \$299,999	7.0%	10.1%
\$300,000 - \$499,999	1.8%	4.0%
\$500,000 - \$999,999	0.6%	1.0%
\$1,000,000 +	0.2%	0.2%
Average Home Value	\$120,859	\$139,230
2000 Specified Renter Occupied Housing Units by Contract Rent		
Total	567	471,466
With Cash Rent	92.4%	96.3%
No Cash Rent	7.6%	3.7%
Median Rent	\$425	\$521
Average Rent	\$418	\$539

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	Glencoe Trade Area	Minnesota (27)
2000 Population by Age		
Total	9,369	4,919,479
0 - 4	7.0%	6.7%
5 - 9	7.3%	7.2%
10 - 14	8.6%	7.6%
15 - 24	11.8%	14.2%
25 - 34	13.0%	13.7%
35 - 44	15.6%	16.8%
45 - 54	12.6%	13.5%
55 - 64	9.0%	8.2%
65 - 74	7.3%	6.0%
75 - 84	5.3%	4.3%
85 +	2.4%	1.7%
18 +	72.2%	73.8%
2010 Population by Age		
Total	9,810	5,334,772
0 - 4	7.2%	6.8%
5 - 9	7.3%	6.7%
10 - 14	7.3%	6.7%
15 - 24	12.3%	13.8%
25 - 34	11.4%	13.3%
35 - 44	13.9%	13.8%
45 - 54	15.0%	15.1%
55 - 64	11.5%	11.4%
65 - 74	7.1%	6.3%
75 - 84	4.5%	4.0%
85 +	2.4%	2.1%
18 +	74.0%	75.7%
2015 Population by Age		
Total	9,915	5,461,840
0 - 4	7.0%	6.7%
5 - 9	7.3%	6.7%
10 - 14	7.7%	6.9%
15 - 24	12.0%	13.1%
25 - 34	11.9%	13.6%
35 - 44	12.8%	13.2%
45 - 54	14.1%	13.6%
55 - 64	12.5%	12.3%
65 - 74	8.2%	7.7%
75 - 84	4.4%	3.9%
85 +	2.2%	2.1%
18 +	73.8%	75.8%
2000 Population by Sex		
Males	49.7%	49.5%
Females	50.3%	50.5%
2010 Population by Sex		
Males	50.1%	49.6%
Females	49.9%	50.4%
2015 Population by Sex		
Males	50.2%	49.6%
Females	49.8%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	Glencoe Trade Area	Minnesota (27)
2000 Population by Race/Ethnicity		
Total	9,367	4,919,479
White Alone	94.9%	89.4%
Black Alone	0.2%	3.5%
American Indian Alone	0.3%	1.1%
Asian or Pacific Islander Alone	0.6%	2.9%
Some Other Race Alone	3.7%	1.3%
Two or More Races	0.4%	1.7%
Hispanic Origin	8.7%	2.9%
Diversity Index	24.2	24.3
2010 Population by Race/Ethnicity		
Total	9,812	5,334,772
White Alone	92.6%	86.5%
Black Alone	0.2%	4.5%
American Indian Alone	0.3%	1.2%
Asian or Pacific Islander Alone	0.7%	3.6%
Some Other Race Alone	5.6%	2.0%
Two or More Races	0.5%	2.1%
Hispanic Origin	13.5%	4.5%
Diversity Index	34.2	31.2
2015 Population by Race/Ethnicity		
Total	9,913	5,461,840
White Alone	91.8%	85.3%
Black Alone	0.3%	5.0%
American Indian Alone	0.3%	1.3%
Asian or Pacific Islander Alone	0.8%	3.9%
Some Other Race Alone	6.3%	2.2%
Two or More Races	0.5%	2.4%
Hispanic Origin	15.7%	5.2%
Diversity Index	38.0	34.1
2000 Population 3+ by School Enrollment		
Total	9,010	4,725,959
Enrolled in Nursery/Preschool	1.6%	1.9%
Enrolled in Kindergarten	1.6%	1.5%
Enrolled in Grade 1-8	14.0%	12.6%
Enrolled in Grade 9-12	6.6%	6.5%
Enrolled in College	2.1%	5.2%
Enrolled in Grad/Prof School	0.2%	1.1%
Not Enrolled in School	73.9%	71.2%
2010 Population 25+ by Educational Attainment		
Total	6,460	3,521,425
Less Than 9th Grade	7.8%	3.5%
9th to 12th Grade, No Diploma	5.7%	4.9%
High School Graduate	39.1%	27.4%
Some College, No Degree	21.3%	21.9%
Associate Degree	10.9%	10.4%
Bachelor's Degree	11.7%	21.6%
Graduate/Professional Degree	3.5%	10.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

	Glencoe Trade Area	Minnesota (27)
2010 Population 15+ by Marital Status		
Total	7,672	4,256,886
Never Married	22.7%	30.1%
Married	62.9%	54.7%
Widowed	7.4%	5.3%
Divorced	6.9%	9.9%
2000 Population 16+ by Employment Status		
Total	7,046	3,781,756
In Labor Force	70.3%	71.2%
Civilian Employed	68.1%	68.2%
Civilian Unemployed	2.2%	2.9%
In Armed Forces	0.0%	0.1%
Not In Labor Force	29.7%	28.8%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed	92.1%	92.2%
Civilian Unemployed	7.9%	7.8%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	93.7%	93.8%
Civilian Unemployed	6.3%	6.2%
2000 Females 16+ by Employment Status and Age of Children		
Total	3,588	1,931,097
Own Children < 6 Only	8.2%	7.6%
Employed/in Armed Forces	6.6%	5.4%
Unemployed	0.7%	0.2%
Not in Labor Force	0.9%	2.0%
Own Children <6 and 6-17 Only	7.4%	6.3%
Employed/in Armed Forces	5.9%	4.3%
Unemployed	0.0%	0.2%
Not in Labor Force	1.4%	1.9%
Own Children 6-17 Only	18.2%	17.9%
Employed/in Armed Forces	15.1%	14.8%
Unemployed	0.1%	0.3%
Not in Labor Force	3.0%	2.7%
No Own Children < 18	66.3%	68.2%
Employed/in Armed Forces	38.2%	39.2%
Unemployed	0.6%	1.6%
Not in Labor Force	27.5%	27.4%
2010 Employed Population 16+ by Industry		
Total	4,746	2,677,088
Agriculture/Mining	4.7%	2.1%
Construction	5.9%	4.7%
Manufacturing	24.8%	12.5%
Wholesale Trade	2.5%	3.6%
Retail Trade	11.5%	10.8%
Transportation/Utilities	3.6%	4.7%
Information	1.6%	2.1%
Finance/Insurance/Real Estate	5.4%	8.1%
Services	36.5%	48.1%
Public Administration	3.2%	3.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



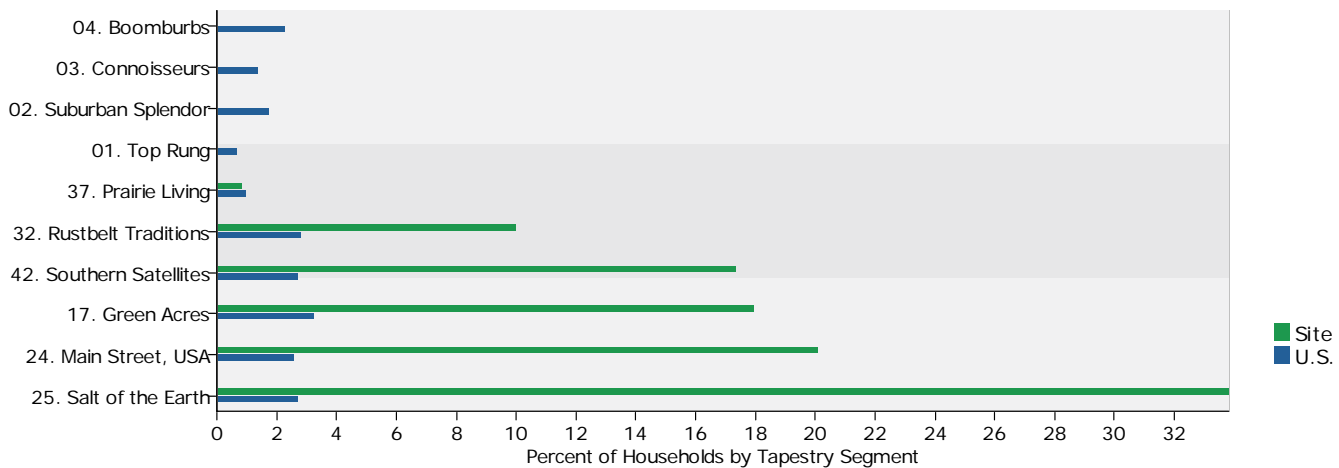
	Glencoe Trade Area	Minnesota (27)
2010 Employed Population 16+ by Occupation		
Total	4,747	2,677,088
White Collar	54.5%	64.0%
Management/Business/Financial	12.1%	15.7%
Professional	17.2%	23.9%
Sales	10.4%	11.1%
Administrative Support	14.7%	13.3%
Services	12.2%	16.3%
Blue Collar	33.4%	19.7%
Farming/Forestry/Fishing	1.9%	0.7%
Construction/Extraction	4.8%	3.8%
Installation/Maintenance/Repair	6.0%	3.3%
Production	13.8%	6.6%
Transportation/Material Moving	7.0%	5.4%
2000 Workers 16+ by Means of Transportation to Work		
Total	4,745	2,541,611
Drove Alone - Car, Truck, or Van	77.0%	77.6%
Carpooled - Car, Truck, or Van	13.9%	10.4%
Public Transportation	0.1%	3.2%
Walked	2.9%	3.3%
Other Means	0.2%	0.9%
Worked at Home	5.9%	4.6%
2000 Workers 16+ by Travel Time to Work		
Total	4,745	2,541,611
Did not Work at Home	94.1%	95.4%
Less than 5 minutes	7.0%	4.4%
5 to 9 minutes	19.4%	13.3%
10 to 19 minutes	22.8%	31.0%
20 to 24 minutes	11.6%	14.4%
25 to 34 minutes	10.7%	17.3%
35 to 44 minutes	5.6%	5.4%
45 to 59 minutes	9.1%	5.3%
60 to 89 minutes	6.5%	2.7%
90 or more minutes	1.5%	1.5%
Worked at Home	5.9%	4.6%
Average Travel Time to Work (in min)	23.2	21.9
2000 Households by Vehicles Available		
Total	3,505	1,895,127
None	3.4%	7.7%
1	28.5%	31.2%
2	46.1%	42.2%
3	16.2%	13.7%
4	4.5%	3.8%
5+	1.3%	1.5%
Average Number of Vehicles Available	1.9	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Top Twenty Tapestry Segments (Tapestry descriptions can be found at: <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	25. Salt of the Earth	33.8%	33.8%	2.7%	2.7%	1234
2	24. Main Street, USA	20.1%	53.9%	2.6%	5.3%	779
3	17. Green Acres	18.0%	71.9%	3.2%	8.5%	557
4	42. Southern Satellites	17.3%	89.2%	2.7%	11.2%	640
5	32. Rustbelt Traditions	10.0%	99.2%	2.8%	14.1%	354
Subtotal		99.2%		14.1%		
6	37. Prairie Living	0.8%	100.0%	1.0%	15.1%	83
7	01. Top Rung	0.0%	100.0%	0.7%	15.7%	0
8	02. Suburban Splendor	0.0%	100.0%	1.7%	17.5%	0
9	03. Connoisseurs	0.0%	100.0%	1.4%	18.9%	0
10	04. Boomburbs	0.0%	100.0%	2.3%	21.2%	0
Subtotal		0.8%		7.1%		
11	05. Wealthy Seaboard Suburbs	0.0%	100.0%	1.4%	22.5%	0
12	06. Sophisticated Squires	0.0%	100.0%	2.7%	25.3%	0
13	07. Exurbanites	0.0%	100.0%	2.5%	27.8%	0
14	08. Laptops and Lattes	0.0%	100.0%	1.0%	28.8%	0
15	09. Urban Chic	0.0%	100.0%	1.3%	30.1%	0
Subtotal		0.0%		9.0%		
16	10. Pleasant-Ville	0.0%	100.0%	1.7%	31.8%	0
17	11. Pacific Heights	0.0%	100.0%	0.6%	32.5%	0
18	12. Up and Coming Families	0.0%	100.0%	3.5%	36.0%	0
19	13. In Style	0.0%	100.0%	2.5%	38.4%	0
20	14. Prosperous Empty Nesters	0.0%	100.0%	1.8%	40.3%	0
Subtotal		0.0%		10.1%		
Total		100.0%		40.3%		248

Top Ten Tapestry Segments Site vs. U.S.

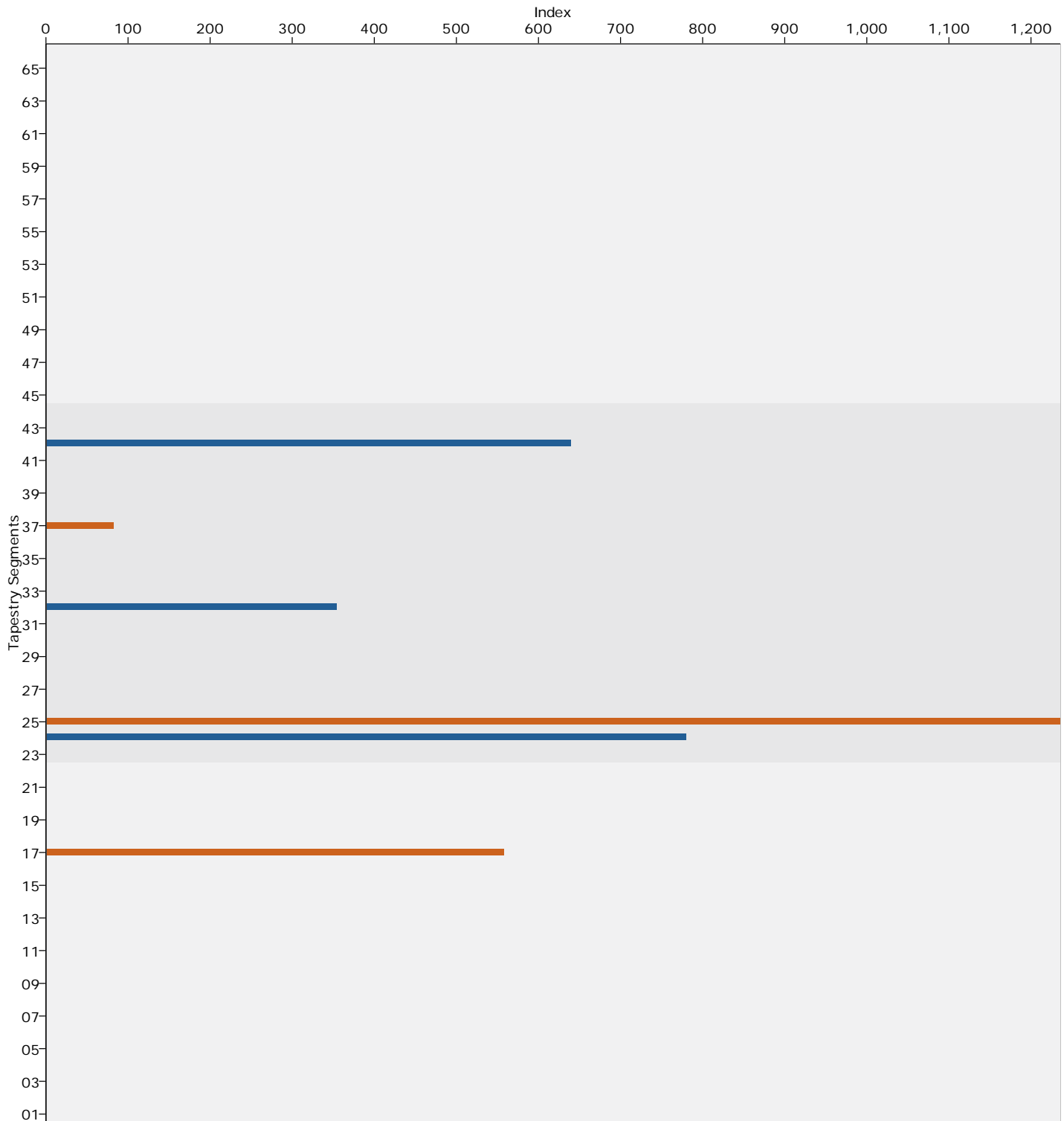


Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri



Tapestry Indexes by Households



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.

Source: Esri

Glencoe Tapestry

Top 5 segments representing 99.2% of households

17 Green Acres (18%)

Demographic

Seventy-one percent of the households in *Green Acres* neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, *Green Acres* represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 41 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic

Educated and hard-working, more than one-fourth of *Green Acres* residents hold a bachelor's or graduate degree; more than half have attended college. Labor force participation is 67.5 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is \$63,430; the median net worth is \$174,417.

Residential

Although *Green Acres* neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban fringe areas. Home ownership is at 86 percent, and median home value is \$179,073. Typical of rural residents, *Green Acres* households own multiple vehicles; 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, *Green Acres* residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

24 Main Street, USA (20.1%)

Demographic

Main Street, USA neighborhoods are a mix of household types, similar to the US distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.8 years nearly matches the US median. These residents are less diverse than the US population.

Socioeconomic

The median household income is \$57,196, derived from wages, interest, dividends, or rental property. Their median net worth is \$84,763. More than one in five residents aged 25 years and older hold a bachelor's or graduate degree; half of the residents have attended college. Occupation and industry distributions are similar to those of the United States.

Residential

A mix of single-family homes and multiunit buildings, these neighborhoods are located in the suburbs of smaller cities in the Northeast, West, and Midwest. Nearly two-thirds of the housing was built before 1970. The home ownership rate is 63; the median home value is \$174,970.

Preferences

Family-oriented and frugal, these residents may occasionally go to the movies or eat out at a family restaurant, such as Friendly's or Red Robin, but are most likely to stay home and watch a rental movie or play games with their children. They own pet cats. They play baseball and basketball and go swimming. They listen to classic hits and rock radio and watch cartoons and courtroom shows on TV. They go to the beach and theme parks or take domestic vacations to visit with family or see national parks.

They go online periodically to look for jobs, research real estate, and play games and are beginning to shop online. Those who do not have Internet access at home will go online at school or the public library. They use the Yellow Pages to find veterinarians or stores. They will invest in small home improvement and remodeling projects, usually doing the work themselves instead of hiring a contractor. They buy the tools and supplies for these projects from Home Depot or Ace Hardware. They keep up their lawns and gardens by planting bulbs, fertilizing, and applying lawn care products regularly.

25 Salt of the Earth (33.8%)

Demographic

Sixty-five percent of *Salt of the Earth* households are married couples with and without children. Twenty percent of the households are singles who live alone. The average household size of 2.6 people matches the US figure; the average family size of three is below the US value. The median age is 41.8 years. These neighborhoods are the least diverse of the Tapestry segments.

Socioeconomic

Although these residents are older, the labor participation rate is higher than that of the United States, and the unemployment rate of 9.6 percent is lower. They work in professional and managerial positions and unskilled labor jobs. Higher than average proportions work in skilled labor occupations. Approximately 20 percent of the workers are employed in the manufacturing sector. The median household income of \$50,406, slightly lower than the US figure. At higher than national rates, residents supplement their wages with income from interest, dividends, rental properties, self-employment businesses, retirement plans, and Social Security benefits. The median net worth is \$104,721. Forty-one percent of the residents aged 25 years and older have attended college; 15 percent have earned a bachelor's or graduate degree.

Residential

Although these neighborhoods are found in rural areas across the United States, nearly half are in the Midwest, with concentrations in Pennsylvania, Ohio, Indiana, and Michigan. The other half are in the South and Northeast. Eighty-four percent of the residents own their homes; the median home value is \$124,189. Most of the housing is single family; 12 percent are mobile homes. Twenty-two percent of the homes were built before 1940.

Preferences

Salt of the Earth residents are settled, traditional, and hardworking. Independent and self-reliant, they tackle small home improvement and remodeling projects. They spend money and time on their flower and vegetable gardens and own the necessary tools to handle these chores successfully. Twenty-eight percent of the households own three or more vehicles including a truck; many own a motorcycle. One of Tapestry Segmentation's top segments for owning or leasing multiple vehicles, these residents prefer domestic vehicles and do their own maintenance. Most of them carry insurance policies to protect themselves and their families. They invest in annuities, certificates of deposit, and US savings bonds. Many families own two or more pets, either dogs or cats.

They eat out at family restaurants such as Bob Evans Farms or Cracker Barrel. Satisfying their sweet tooth, they often bake goodies at home. They go fishing, hunting, target shooting, and boating and work out on indoor exercise equipment such as stationary bikes and treadmills. They read fishing and hunting magazines. They listen to country music radio and follow NASCAR racing. Many households own a satellite dish so they can watch CMT and the Speed Channel. Favorite TV programs include auto racing, horse racing, truck and tractor pulls/mud racing, and weekly sitcoms.

32 Rustbelt Traditions (10%)

Demographic

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. With a population of 8.4 million, this segment is one of Tapestry Segmentation's largest. The median age is 36.7 years, just below the US median. There is little diversity in these communities.

Socioeconomic

The median household income is \$51,378, slightly below that of the US median. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. The median net worth is \$82,469. Their education attainment is improving; more than 84 percent of residents aged 25 years and older have graduated from high school, 15 percent hold a bachelor's or graduate degree, and 44 percent have attended college.

Residential

The backbone of older industrial cities in the Great Lakes border states, residents of these neighborhoods live in modest, single-family homes. Home ownership is 72 percent. The relatively low median home value of \$94,696 is because nearly two-thirds of the housing was built before 1960.

Preferences

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring.

These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop.

They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

42 Southern Satellites (17.3%)

Demographic

Found primarily in the rural South, *Southern Satellites* households consist of married couples with and without children; 22 percent are singles. The median age of 38.5 years is near the US median of 37. This segment has low diversity; 87 percent of the residents are white.

Socioeconomic

The median household income is \$39,720; the median net worth is \$52,671. Sixty percent participate in the labor force, slightly below the US percentage. Most households earn income from wages and salaries; 28 percent receive Social Security benefits. The manufacturing and service industry sectors provide most of their jobs. Educational attainment is lower than the national level; 16 percent of residents aged 25 years and older have not graduated from high school.

Residential

Eighty percent of these households are in the South. Primary housing types in these neighborhoods are newer single-family dwellings for two-thirds of the households; 30 percent live in mobile homes. The home ownership rate is 81 percent; the median home value is \$86,547. Nearly two-thirds of the housing was built after 1969. Vacancy rates are slightly above average.

Preferences

These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities, and *Southern Satellites* residents spend money for magazines, clothes, and gear related to these interests. Because cable is not always available, many residents own satellite dishes.

Many own pets. They work in their vegetable gardens and might own equipment such as riding mowers and tillers to help with outdoor chores. Most households have two or more vehicles to meet their transportation needs; they prefer domestic cars, and many drive trucks.

They consider themselves to be politically conservative. They read newspapers and magazines infrequently; however, they listen to country radio and watch fishing programs, NASCAR races, and country music programs on TV. Owning personal computers and going online from home isn't important to these residents.

Media and Internet Marketing Profile

Based on the mix of customer demographics and lifestyles in your trade area, we have knowledge of their media and internet habits from national marketing data. Below are some highlights of this information, although full information is compiled in the following pages.

	Number of adults	Percent of adults
<i>Newspaper Readership</i>		
Light newspaper reader	1366	19%
Light-medium newspaper reader	1433	20%
Medium newspaper reader	1370	19%
Medium-heavy newspaper reader	1608	22%
Heavy newspaper reader	1451	20%
Read any daily newspaper	3268	45%
Read one daily newspaper	2633	36%
Read two or more daily newspapers	637	9%
Read any Sunday newspaper	3873	53%
<i>Radio Listenership</i>		
Light radio listener	1605	22%
Light-medium radio listener	1506	21%
Medium radio listener	1430	20%
Medium-heavy radio listener	1306	18%
Heavy radio listener	1382	19%
<i>Internet Habits</i>		
Have Access to Internet	5812	80%
Used Internet in last month	4495	62%
Used email in past month	3794	52%
Made purchase online, personal	1663	23%
Made purchase online,business	511	7%
Made travel plans in past month	870	12%
Obtained latest news in past month	2101	29%

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



Market Potential: Internet

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Internet Access:			
Have Access to Internet	5812	80.1%	86.5%
Have access to Internet,at home	4597	63.3%	71.9%
Have access to Internet,at work	2253	31.0%	41.9%
Have access to Internet,at schl/library	1626	22.4%	26.5%
Used Internet/mo,not hm/wrk/schl/lib	1257	17.3%	20.3%
Use Internet less than once/wk	419	5.8%	3.9%
Use Internet 1-2 times per week	493	6.8%	5.8%
Use Internet 3-6 times per week	605	8.3%	8.6%
Use Internet daily	790	10.9%	11.3%
Use Internet 2-4 times per day	1052	14.5%	18.6%
Use Internet 5 or more times/day	1136	15.7%	24.4%
Used Internet in last month,any	4495	61.9%	72.5%
Used Internet/mo,at home	3857	53.1%	63.7%
Used Internet/mo,at work	1834	25.3%	35.8%
Used Internet/mo,at school/library	344	4.7%	7.4%
Used Internet/mo,not hm/wrk/schl/lib	496	6.8%	9.0%
Internet Activities in past month:			
Used email	3794	52.3%	64.5%
Used Instant Messenger	1430	19.7%	24.9%
Paid bills online	1585	21.8%	31.6%
Visited online blog	409	5.6%	8.3%
Wrote online blog	154	2.1%	3.3%
Visited chat room	229	3.2%	4.1%
Looked for employment	665	9.2%	11.0%
Played games online	1269	17.5%	19.1%
Made trade or tracked investments	488	6.7%	11.0%
Downloaded music	868	12.0%	16.4%
Made phone call	115	1.6%	2.7%
Made purchase, personal	1663	22.9%	32.0%
Made purchase,business	511	7.0%	10.0%
Made travel plans	870	12.0%	18.3%
Watched online video	763	10.5%	15.0%

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



Market Potential: Internet

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Information obtained online in past month:			
New/used car info	582	8.0%	9.6%
Financial info	1258	17.3%	24.2%
Obtained medical info	979	13.5%	16.6%
Obtained latest news	2101	28.9%	38.4%
Obtained real estate info	507	7.0%	11.3%
Obtained sports news/info	1241	17.1%	23.0%
Ordered on Internet in last year:			
Anything	2113	29.1%	37.2%
airline ticket	730	10.1%	17.9%
CD/tape	256	3.5%	5.1%
clothing	744	10.3%	14.7%
computer	191	2.6%	3.6%
computer accessories	194	2.7%	4.4%
DVD	335	4.6%	7.1%
flowers	169	2.3%	4.7%
software	295	4.1%	6.0%
tickets	414	5.7%	9.3%
toy	248	3.4%	4.9%
E-commerce purchases in last year			
Purchased item at Amazon.com	608	8.4%	13.4%
Purchased item at barnes&noble.com	149	2.1%	3.4%
Purchased item at bestbuy.com	129	1.8%	2.5%
Purchased item at ebay.com	577	7.9%	9.7%
Purchased item at walmart.com	194	2.7%	3.5%
Spent <\$200 online	790	10.9%	11.4%
Spent \$200-499 online	519	7.2%	8.7%
Spent \$500+	712	9.8%	15.3%

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



Market Potential: Media Read

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Newspaper readership:			
Light newspaper reader	1366	18.8%	18.6%
Light-medium newspaper reader	1433	19.7%	19.5%
Medium newspaper reader	1370	18.9%	19.9%
Medium-heavy newspaper reader	1608	22.2%	20.6%
Heavy newspaper reader	1451	20.0%	20.4%
Read any daily newspaper	3268	45.0%	44.5%
Read one daily newspaper	2633	36.3%	36.0%
Read two or more daily newspapers	637	8.8%	8.6%
Read any Sunday newspaper	3873	53.4%	54.0%
Newspaper content:			
Read newspaper: advertisements	1375	18.9%	21.7%
Read newspaper: business/finance section	1525	21.0%	26.4%
Read newspaper: circulars/inserts/fliers	963	13.3%	16.8%
Read newspaper: classified section	2492	34.3%	27.8%
Read newspaper: comics	1999	27.5%	25.7%
Read newspaper: editorial page	1895	26.1%	25.0%
Read newspaper: entertainment/lifestyle section	1887	26.0%	29.6%
Read newspaper: fashion section	737	10.2%	12.4%
Read newspaper: food/cooking section	1678	23.1%	24.5%
Read newspaper: main news/front page	4381	60.4%	60.6%
Read newspaper: health section	1039	14.3%	17.7%
Read newspaper: home/furnishings/gardening section	1150	15.8%	17.0%
Read newspaper: international/national news	1268	17.5%	17.8%
Read newspaper: local news section	4341	59.8%	57.3%
Read newspaper: movie listings/reviews section	1375	18.9%	21.7%
Read newspaper: science & technology section	963	13.3%	16.8%
Read newspaper: sports section	2656	36.6%	36.2%
Read newspaper: travel section	1039	14.3%	17.7%
Read newspaper: TV listings section	1268	17.5%	17.8%

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



Market Potential: Media Read

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Magazine readership:			
Light magazine reader	1597	22.0%	17.9%
Light-medium magazine reader	1716	23.6%	20.6%
Medium magazine reader	1503	20.7%	20.5%
Medium-heavy magazine reader	1309	18.0%	20.2%
Heavy magazine reader	1107	15.3%	19.8%
Magazine format:			
Read airline magazines	230	3.2%	6.2%
Read automotive magazines	921	12.7%	12.3%
Read baby magazines	320	4.4%	4.1%
Read boating magazines	112	1.5%	2.2%
Read bridal magazines	238	3.3%	4.2%
Read business/finance magazines	871	12.0%	18.7%
Read computer magazines	201	2.8%	4.2%
Read Epicurean magazines	483	6.7%	8.7%
Read fishing/hunting magazines	1260	17.4%	12.9%
Read general editorial magazines	2787	38.4%	42.1%
Read health magazines	1032	14.2%	15.3%
Read home service magazines	2457	33.9%	34.6%
Read motorcycle magazines	249	3.4%	3.4%
Read music magazines	560	7.7%	9.5%
Read news and entertainment weekly	2455	33.8%	41.3%
Read parenthood magazines	787	10.8%	12.2%
Read science/technology magazines	379	5.2%	6.3%
Read sports magazines	844	11.6%	16.0%
Read travel magazines	405	5.6%	8.8%
Read women's fashion magazines	278	3.8%	6.0%

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



Market Potential: Media Listen

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Radio access:			
Light radio listener	1605	22.1%	19.1%
Light-medium radio listener	1506	20.7%	20.1%
Medium radio listener	1430	19.7%	20.6%
Medium-heavy radio listener	1306	18.0%	19.8%
Heavy radio listener	1382	19.0%	19.6%
Radio format listened to:			
adult contemporary	1332	18.4%	19.2%
all news	123	1.7%	4.2%
all talk	175	2.4%	3.9%
alternative	445	6.1%	8.2%
classic hits	341	4.7%	4.9%
classic rock	928	12.8%	11.1%
classical	141	1.9%	3.2%
contemporary hit radio	1198	16.5%	16.8%
country	2507	34.5%	24.6%
gospel	182	2.5%	2.3%
Hispanic	155	2.1%	3.7%
jazz	129	1.8%	3.9%
news/talk	622	8.6%	13.2%
oldies	534	7.4%	8.4%
public	178	2.5%	3.9%
religious	534	7.4%	6.8%
rock	812	11.2%	11.8%
soft adult contemporary	334	4.6%	5.2%
sports	224	3.1%	5.1%
urban	517	7.1%	11.1%
variety/other	566	7.8%	9.5%

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



Market Potential: Media Listen

Glencoe Trade Area

Total 2010 Adults: 7,258

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Radio programming listed to:			
auto racing	719	9.9%	7.0%
baseball playoffs/World Series	832	11.5%	11.5%
basketball (college)	493	6.8%	7.2%
basketball (pro)	395	5.4%	6.4%
football (college)	951	13.1%	12.3%
football-Monday night (pro)	590	8.1%	8.4%
football-weekend (pro)	922	12.7%	12.9%
golf	215	3.0%	2.9%
ice hockey	250	3.4%	3.7%
NFL playoffs/Superbowl	460	6.3%	0.0%
Listen to radio:			
6:00 am - 10:00 am weekday	3533	48.7%	53.2%
10:00 am - 3:00 pm weekday	2672	36.8%	37.4%
3:00 pm - 7:00 pm weekday	3094	42.6%	46.1%
7:00 pm - midnight weekday	1116	15.4%	15.5%
midnight - 6:00 am weekday	405	5.6%	5.3%
6:00 am - 10:00 am weekend	2315	31.9%	31.7%
10:00 am - 3:00 pm weekend	2827	39.0%	42.9%
3:00 pm - 7:00 pm weekend	2263	31.2%	33.2%
7:00 pm - midnight weekend	1165	16.1%	16.3%
midnight - 6:00 am weekend	339	4.7%	4.5%

Source: These data area 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.

Retail Gap Analysis: Glencoe Trade Area

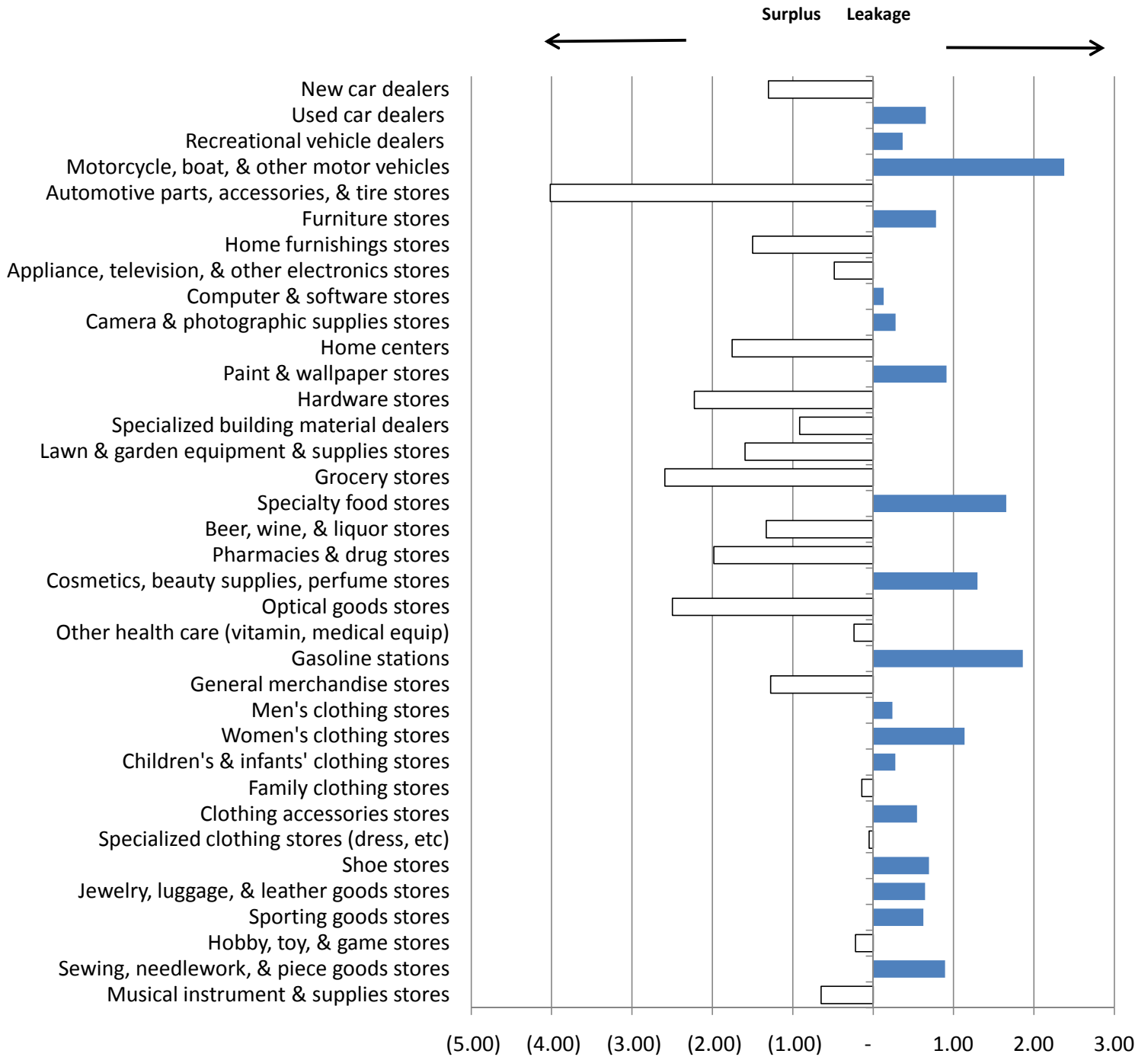
This report estimates the potential number of businesses across store categories based on the spending of the area residents (demand) compared to the number of stores in the trade area (supply). Those categories where demand is greater than supply are opportunities for businesses development. Demand estimates are calculated from US Economic Census data and supply listings are from a national database of businesses, revised by local community members for accuracy (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	\$ 1,942	\$21,797,759	\$ 15,204,337	0.7	2	-1.3
44112	Used car dealers	\$ 201	\$ 593,182	\$ 1,574,741	2.7	2	0.7
44121	Recreational vehicle dealers	\$ 64	\$ 1,753,870	\$ 503,428	1.4	1	0.4
44122	Motorcycle, boat, & other motor vehicles	\$ 224	\$ 1,280,371	\$ 1,749,984	2.4	0	2.4
4413	Automotive parts, accessories, & tire stores	\$ 239	\$ 786,193	\$ 1,869,651	1.0	5	-4.0
4421	Furniture stores	\$ 205	\$ 1,629,971	\$ 1,604,799	1.8	1	0.8
4422	Home furnishings stores	\$ 170	\$ 745,495	\$ 1,328,264	1.5	3	-1.5
44311	Appliance, television, & other electronics stores	\$ 318	\$ 1,662,069	\$ 2,491,681	0.5	1	-0.5
44312	Computer & software stores	\$ 63	\$ 950,793	\$ 492,094	0.1	0	0.1
44313	Camera & photographic supplies stores	\$ 14	\$ 828,398	\$ 108,419	0.3	0	0.3
44411	Home centers	\$ 460	\$12,891,101	\$ 3,604,381	0.2	2	-1.8
44412	Paint & wallpaper stores	\$ 32	\$ 1,024,355	\$ 252,896	0.9	0	0.9
44413	Hardware stores	\$ 118	\$ 1,013,346	\$ 923,849	1.8	4	-2.2
44419	Specialized building material dealers	\$ 414	\$ 1,821,410	\$ 3,237,117	1.1	2	-0.9
4442	Lawn & garden equipment & supplies stores	\$ 250	\$ 1,799,153	\$ 1,953,322	2.4	4	-1.6
Food, Health, and General Merchandise							
4451	Grocery stores	\$ 1,345	\$ 4,373,159	\$ 10,529,917	2.4	5	-2.6
4452	Specialty food stores	\$ 50	\$ 237,854	\$ 393,722	1.7	0	1.7
4453	Beer, wine, & liquor stores	\$ 225	\$ 1,053,080	\$ 1,758,830	1.7	3	-1.3
44611	Pharmacies & drug stores	\$ 551	\$ 4,236,414	\$ 4,309,603	1.0	3	-2.0
44612	Cosmetics, beauty supplies, perfume stores	\$ 28	\$ 96,585	\$ 221,790	2.3	1	1.3
44613	Optical goods stores	\$ 33	\$ 507,314	\$ 255,021	0.5	3	-2.5
44619	Other health care (vitamin, medical equip)	\$ 50	\$ 223,721	\$ 394,282	1.8	2	-0.2
4471	Gasoline stations	\$ 1,877	\$ 3,805,352	\$ 14,692,049	3.9	2	1.9
452	General merchandise stores	\$ 2,011	\$ 9,124,699	\$ 15,741,979	1.7	3	-1.3
Clothing							
44811	Men's clothing stores	\$ 21	\$ 674,391	\$ 161,481	0.2	0	0.2
44812	Women's clothing stores	\$ 103	\$ 705,752	\$ 802,964	1.1	0	1.1
44813	Children's & infants' clothing stores	\$ 38	\$ 1,081,575	\$ 299,194	0.3	0	0.3
44814	Family clothing stores	\$ 208	\$ 1,898,733	\$ 1,629,381	0.9	1	-0.1
44815	Clothing accessories stores	\$ 13	\$ 190,332	\$ 103,887	0.5	0	0.5
44819	Specialized clothing stores (dress, etc)	\$ 39	\$ 321,506	\$ 305,065	0.9	1	-0.1
44821	Shoe stores	\$ 69	\$ 774,015	\$ 537,587	0.7	0	0.7
Leisure Goods							
4483	Jewelry, luggage, & leather goods stores	\$ 86	\$ 408,225	\$ 671,487	1.6	1	0.6
45111	Sporting goods stores	\$ 195	\$ 937,906	\$ 1,523,227	1.6	1	0.6
45112	Hobby, toy, & game stores	\$ 45	\$ 447,948	\$ 349,094	0.8	1	-0.2
45113	Sewing, needlework, & piece goods stores	\$ 24	\$ 214,228	\$ 191,484	0.9	0	0.9
45114	Musical instrument & supplies stores	\$ 23	\$ 506,975	\$ 178,697	0.4	1	-0.6
45122	Tape, compact disc, & record stores	\$ 7	\$ 262,359	\$ 51,115	0.2	0	0.2

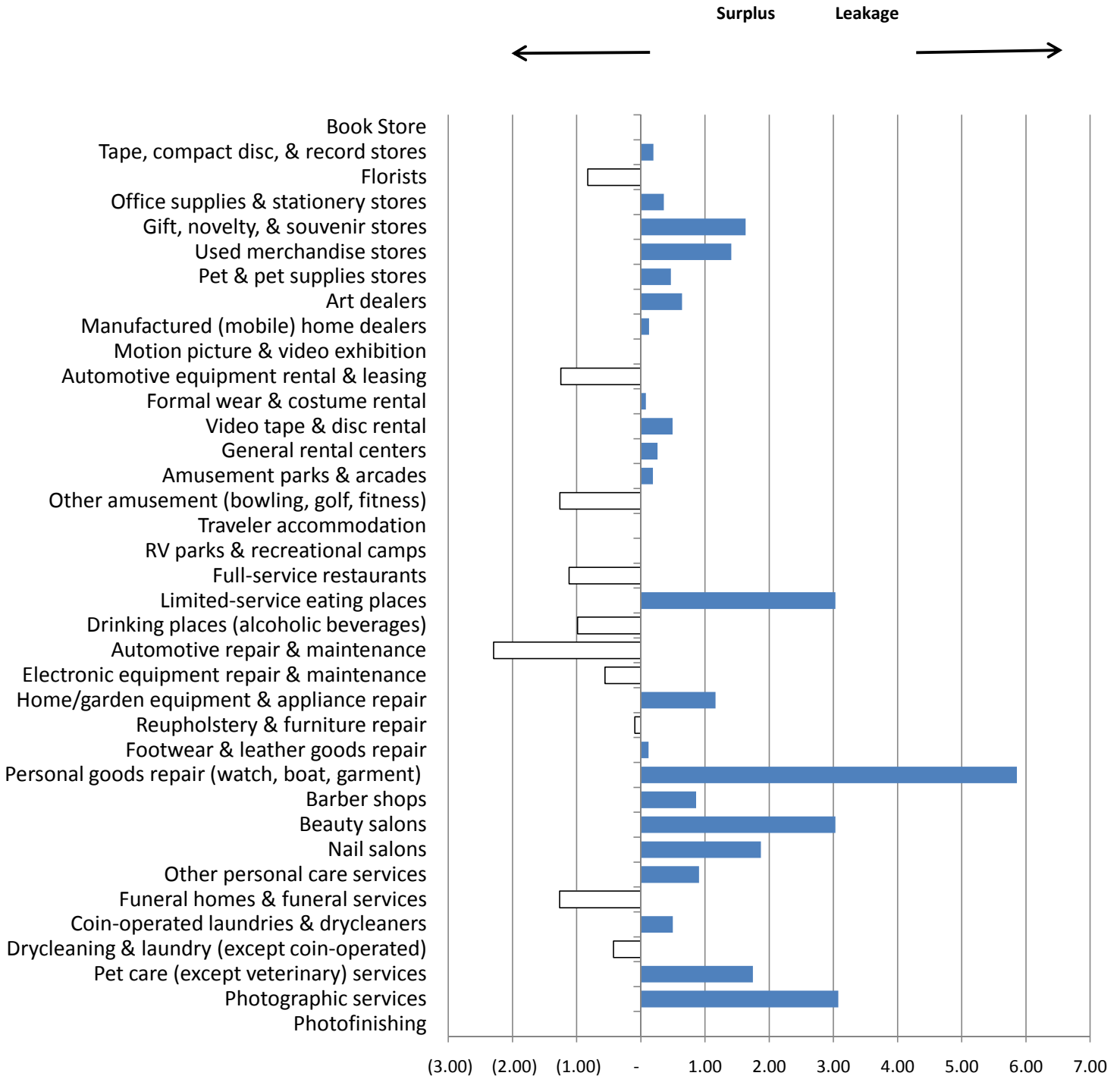
NAICS	Name	MN Sales Per Capita	Sales per Ave. MN Store	Potential Sales in Trade Area	No. of Stores (Demand)	No. of Stores (Supply)*	Potential Stores (Demand - Supply)
Miscellaneous Retail							
4531	Florists	\$ 31	\$ 208,638	\$ 244,823	1.2	2	-0.8
45321	Office supplies & stationery stores	\$ 58	\$ 1,253,050	\$ 450,989	0.4	0	0.4
45322	Gift, novelty, & souvenir stores	\$ 60	\$ 178,090	\$ 468,543	2.6	1	1.6
4533	Used merchandise stores	\$ 36	\$ 118,273	\$ 284,784	2.4	1	1.4
45391	Pet & pet supplies stores	\$ 38	\$ 631,763	\$ 296,909	0.5	0	0.5
45392	Art dealers	\$ 10	\$ 121,938	\$ 78,344	0.6	0	0.6
45393	Manufactured (mobile) home dealers	\$ 22	\$ 1,356,103	\$ 175,467	0.1	0	0.1
45399	All other miscellaneous store retailers	\$ 62	\$ 128,687	\$ 484,795	3.8	1	2.8
51213	Movie Theaters (US estimates)	\$ 41	\$ 508,869	\$ 320,952	0.6	0	0.6
Rental							
5321	Automotive equipment rental & leasing	\$ 161	\$ 1,666,262	\$ 1,256,418	0.8	2	-1.2
53222	Formal wear & costume rental	\$ 4	\$ 421,423	\$ 32,592	0.1	0	0.1
53223	Video tape & disc rental	\$ 24	\$ 383,174	\$ 189,768	0.5	0	0.5
5323	General rental centers	\$ 13	\$ 376,722	\$ 98,609	0.3	0	0.3
Amusement							
7131	Amusement parks & arcades	\$ 12	\$ 499,539	\$ 95,096	0.2	0	0.2
7139	Other amusement (bowling, golf, fitness)	\$ 236	\$ 273,998	\$ 1,846,392	6.7	8	-1.3
7221	Full-service restaurants	\$ 612	\$ 814,588	\$ 4,792,666	5.9	7	-1.1
7222	Limited-service eating places	\$ 544	\$ 606,011	\$ 4,262,188	7.0	4	3.0
7223	Special foods (caterers, mobile food)	\$ 162	\$ 353,894	\$ 1,271,598	3.6	0	3.6
7224	Drinking places (alcoholic beverages)	\$ 85	\$ 330,782	\$ 667,091	2.0	3	-1.0
Repair							
8111	Automotive repair & maintenance	\$ 383	\$ 235,711	\$ 2,995,193	12.7	15	-2.3
8112	Electronic equipment repair & maintenance	\$ 53	\$ 289,608	\$ 417,366	1.4	2	-0.6
81141	Home/garden equipment & appliance repair	\$ 11	\$ 71,921	\$ 83,646	1.2	0	1.2
81142	Reupholstery & furniture repair	\$ 6	\$ 50,262	\$ 45,599	0.9	1	-0.1
81143	Footwear & leather goods repair	\$ 1	\$ 55,113	\$ 6,557	0.1	0	0.1
81149	Personal goods repair (watch, boat, garment)	\$ 28	\$ 31,974	\$ 219,266	6.9	1	5.9
Personal Services							
812111	Barber shops	\$ 6	\$ 25,581	\$ 47,595	1.9	1	0.9
812112	Beauty salons	\$ 124	\$ 74,629	\$ 972,513	13.0	10	3.0
812113	Nail salons	\$ 10	\$ 40,504	\$ 75,720	1.9	0	1.9
81219	Other personal care services	\$ 25	\$ 50,062	\$ 195,665	3.9	3	0.9
81221	Funeral homes & funeral services	\$ 46	\$ 493,129	\$ 363,035	0.7	2	-1.3
81231	Coin-operated laundries & drycleaners	\$ 8	\$ 128,336	\$ 64,132	0.5	0	0.5
81232	Drycleaning & laundry (except coin-operated)	\$ 20	\$ 274,352	\$ 157,499	0.6	1	-0.4
81291	Pet care (except vet) services (US estimates)	\$ 9	\$ 40,375	\$ 70,453	1.7	0	1.7
54192	Photographic services	\$ 165	\$ 317,454	\$ 1,294,143	4.1	1	3.1

* 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.

Retail Gap Estimates by Store Format



Retail Gap Estimates by Store Format



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 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 2007 US Economic Census data. 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 like tax 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.