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Barnesville
Market Area Profile,
June, 2010

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. 3,473 people live in 1,380 households, whose estimated *potential* retail goods and services purchases account for $35 Million.

The Barnesville EDA board choose an area 10 miles around Barnesville minus the areas closest to the Fargo-Moorhead metro area as a reasonable trade area for this analysis (see figure to right).
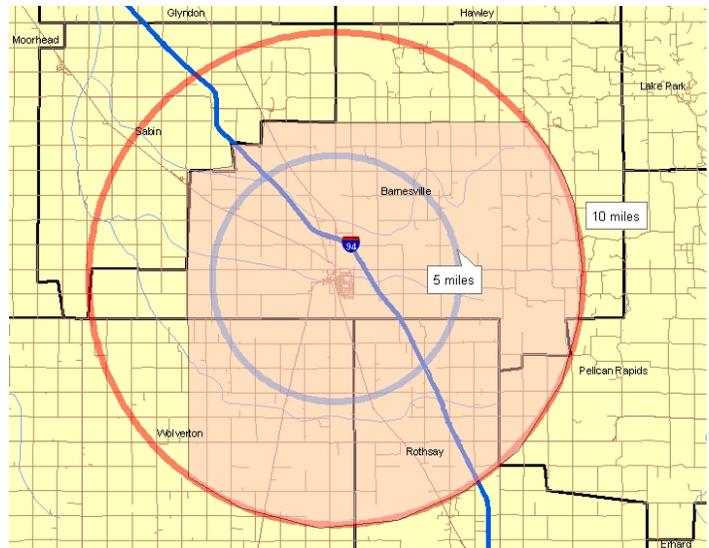
What do we know about households in the trade area?

Median Household Income	$51,322	Median Net Worth	$88,204
Median Disposable Income	$39,724	Median Age	40.7
Households with related children	36%	Households with persons 65+	27%

What do we know about housing in the trade area ?

Median home value	$129,460	Renter Occupied Units	19% of total

Learn more about how Extension can help your community shape its future.
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Barnesville Market Area Profile

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

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

Report:
Created: June, 2010 by Ryan Pesch, Extension Educator, University of Minnesota Extension.

Sponsors: Barnesville Economic Development Authority

A special thank you to all participating businesses and members of the local retail study group for their input and direction given to the project.

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Customer Profile

UNIVERSITY OF MINNESOTA EXTENSION

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

	Barnesville	Minnesota
2008 Total Population	3,473	5,357,700
2013 Total Population	3,655	5,636,868
2008-2013 Annual Rate	1.00%	1.00%
2008 Households	1,380	2,099,737
2008 Average Household Size	2.47	2.48
2013 Households	1,471	2,218,134
2013 Average Household Size	2.44	2.48
2008-2013 Annual Rate	1.00%	1.00%

Income:

Median Household Income

	Barnesville	Minnesota
2000	$40,824	$47,143
2008	$51,322	$62,757
2013	$60,169	$73,083

Per Capita Income

	Barnesville	Minnesota
2000	$18,721	$23,199
2008	$23,676	$31,884
2013	$26,360	$38,864

2008 Household by Income

	Barnesville	Minnesota
Household Income Base	1,380	2,099,736
<15,000	8.6%	7.8%
$15,000 - $24,999	10.7%	8.1%
$25,000 - $34,999	10.4%	8.8%
$35,000 - $49,999	18.6%	13.5%
$50,000 - $74,999	27.1%	22.1%
$75,000 - $99,999	14.9%	14.3%
$100,000 - $149,999	5.9%	16.6%
$150,000 - $199,999	1.5%	4.2%
$200,000+	2.2%	4.5%
Average Household Income	$59,962	$80,432

2013 Household by Income

	Barnesville	Minnesota
Household Income Base	1,470	2,218,133
<15,000	7.1%	6.3%
$15,000 - $24,999	8.2%	6.6%
$25,000 - $34,999	8.8%	6.3%
$35,000 - $49,999	14.4%	10.4%
$50,000 - $74,999	32.2%	22.0%
$75,000 - $99,999	16.8%	15.6%
$100,000 - $149,999	9.7%	21.2%
$150,000 - $199,999	0.9%	5.5%
$200,000+	2.0%	6.0%
Average Household Income	$66,025	$97,774

2008 Households by Disposable Income

	Barnesville	Minnesota
Total Households	1,380	2,099,736
<$15,000	11.3%	9.8%
$15,000 - $34,999	13.6%	10.7%
$35,000 - $49,999	23.2%	17.7%
$50,000 - $74,999	26.0%	23.9%
$75,000 - $99,999	4.7%	11.7%
$100,000 - $149,999	3.3%	9.5%
$150,000 - $199,000	1.2%	2.1%
$200,000 +	1.2%	2.4%
Average Disposable Income	$49,056	$63,250
Median Disposable Income	$39,724	$49,570

UNIVERSITY OF MINNESOTA
EXTENSION

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

	Barnesville	Minnesota
2008 Households by Net Worth		
Total Households	1,380	2,099,736
<$15,000	20.8%	19.9%
$15,000 - $34,999	10.6%	7.6%
$35,000 - $49,999	6.6%	4.7%
$50,000 - $74,999	8.6%	6.3%
$75,000 - $99,999	6.0%	5.0%
$100,000 - $149,999	10.4%	9.9%
$150,000 - $249,999	11.3%	12.3%
$250,000 - $499,999	9.5%	16.0%
$500,000-$999,999	9.4%	10.8%
$1,000,000+	6.87%	7.54%
2008 Average Net Worth	$434,940	$493,460
2008 Median Net Worth	$88,204	$129,686

Housing:

	Barnesville	Minnesota
2008 Housing Units		
Owner Occupied Housing Units	77.8%	67.0%
Renter Occupied Housing Units	12.8%	23.2%
Vacant Housing Units	9.4%	9.7%
2013 Housing Units		
Owner Occupied Housing Units	76.0%	66.0%
Renter Occupied Housing Units	13.7%	23.5%
Vacant Housing Units	10.3%	10.5%
Median Home Value		
2000	$81,815	$118,064
2008	$129,460	$187,003
2013	$131,250	$196,336
2008 Owner Occupied HUs by Value		
Total Housing Units	1,185	1,559,119
<50,000	9.3%	5.6%
$50,000 - $99,999	20.8%	10.6%
$100,000 - $149,999	34.6%	18.8%
$150,000 - $199,999	16.6%	20.7%
$200,000 - $299,999	13.1%	26.5%
$300,000 - $499,999	4.9%	13.1%
$500,000 - $999,999	0.6%	3.9%
$1,000,000 +	0.2%	0.9%
Average Home Value	$146,287	$219,229
Median Home Value	$129,460	$187,003
2000 Housing Units by Units in Structure		
Total Housing Units	1,369	2,065,946
1, Detached	86.6%	67.8%
1, Attached	0.2%	5.2%
2	0.4%	3.0%
3 or 4	2.1%	2.3%
5 to 9	1.8%	2.4%
10 to 19	2.3%	3.8%
20 +	0.2%	10.7%
Mobile Home	6.4%	4.5%
Other	0.0%	0.0%

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

	Barnesville	Minnesota
2000 Housing Units by Year Structure Built		
Total Housing Units	1,367	2,065,946
1999 to March 2000	2.8%	2.3%
1995 to 1998	5.5%	6.6%
1990 to 1994	4.0%	7.0%
1980 to 1989	8.0%	14.0%
1970 to 1979	27.4%	18.2%
1969 or Earlier	52.5%	51.2%
Median Year Structure Built	1967	1969

Population Demographics:

	Barnesville	Minnesota
Median Age		
2000	38.5	35.4
2008	40.7	36.9
2013	41.7	37.6
2008 Population by Age		
Total Population	3,474	5,357,700
0 - 4	6.3%	6.8%
5 - 9	6.6%	6.5%
10 - 14	7.0%	6.7%
15 - 24	12.5%	14.1%
25 - 34	10.2%	13.1%
35 - 44	13.5%	14.4%
45 - 54	16.6%	15.2%
55 - 64	12.7%	10.9%
65 - 74	7.1%	6.0%
75 - 84	5.0%	4.1%
85 +	2.5%	2.1%
18 +	75.4%	75.8%
2008 Population by Race/Ethnicity		
Total Population	3,473	5,357,700
White Alone	98.2%	87.2%
Black Alone	0.1%	4.2%
American Indian Alone	0.3%	1.1%
Asian or Pacific Islander Alone	0.2%	3.8%
Some Other Race Alone	0.7%	1.8%
Two or More Races	0.5%	2.0%
Hispanic Origin	1.5%	3.9%
Diversity Index	6.3	29.4
2008 Population 25+ by Educational Attainment		
Total Population	2,345	3,526,447
Less Than 9th Grade	7.6%	3.8%
9th to 12th Grade, No Diploma	4.4%	5.8%
High School Graduate	33.2%	28.8%
Some College, No Degree	22.0%	22.6%
Associate Degree	11.5%	9.0%
Bachelor's Degree	16.4%	20.6%
Master's/Prof/Doctorate Degree	5.0%	9.4%
2008 Population 15+ by Marital Status		
Total Population	2,781	4,284,069
Never Married	21.3%	28.7%
Married, Not Separated	64.6%	56.9%
Married, Separated	14.1%	14.4%
Widowed	6.0%	5.2%

Divorced   8.1%   9.2%

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

	Barnesville	*Minnesota*
Household Demographics:		
2000 Households by Type		
Total	1,262	1,895,127
Family Households	73.9%	66.2%
Married-couple Family	64.2%	53.7%
With Related Children	29.9%	25.8%
Other Family (No Spouse)	9.7%	12.5%
With Related Children	6.6%	8.5%
Nonfamily Households	26.2%	33.8%
Householder Living Alone	23.3%	26.9%
Householder Not Living Alone	2.9%	6.9%
2000 Households by Size		
Total	1,263	1,895,127
1 Person Household	23.3%	26.9%
2 Person Household	34.7%	33.9%
3 Person Household	17.2%	15.0%
4 Person Household	14.5%	14.4%
5 Person Household	6.9%	6.5%
6 Person Household	2.3%	2.1%
7 + Person Household	1.2%	1.2%
Households with Related Children	36.4%	34.3%
Households with Persons 65+	26.8%	21.3%
2000 Households by Year Householder Moved In		
Total	1,264	1,895,127
Moved in 1999 to March 2000	11.9%	17.6%
Moved in 1995 to 1998	24.4%	28.4%
Moved in 1990 to 1994	14.0%	17.4%
Moved in 1980 to 1989	19.2%	16.6%
Moved in 1970 to 1979	17.0%	10.0%
Moved in 1969 or Earlier	13.4%	10.0%
Median Year Householder Moved In	1990	1994
2000 Households by Vehicles Available		
Total	1,262	1,895,127
None	5.3%	7.7%
1	21.4%	31.2%
2	46.4%	42.2%
3	19.7%	13.7%
4	5.5%	3.8%
5+	1.8%	1.5%
Average Number of Vehicles Available	2.1	1.8

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

	Barnesville	Minnesota
Employment:		
2008 Employed Population 16+ by Industry		
Total	1,769	2,752,132
Agriculture/Mining	7.7%	1.9%
Construction	10.7%	6.4%
Manufacturing	7.9%	13.4%
Wholesale Trade	6.0%	3.5%
Retail Trade	9.9%	11.1%
Transportation/Utilities	4.3%	4.8%
Information	1.1%	2.1%
Finance/Insurance/Real Estate	6.4%	8.0%
Services	42.8%	45.8%
Public Administration	3.1%	3.0%
2008 Employed Population 16+ by Occupation		
Total	1,768	2,752,132
White Collar	58.1%	62.5%
Management/Business/Financial	15.8%	15.5%
Professional	21.3%	22.4%
Sales	10.1%	11.3%
Administrative Support	11.0%	13.3%
Services	15.0%	15.8%
Blue Collar	26.9%	21.7%
Farming/Forestry/Fishing	1.6%	0.5%
Construction/Extraction	8.9%	5.0%
Installation/Maintenance/Repair	4.5%	3.5%
Production	4.5%	7.2%
Transportation/Material Moving	7.4%	5.6%
2000 Workers 16+ by Means of Transportation to Work		
Total	1,559	2,541,611
Drove Alone - Car, Truck, or Van	76.8%	77.6%
Carpooled - Car, Truck, or Van	12.7%	10.4%
Public Transportation	0.6%	3.2%
Walked	3.2%	3.3%
Other Means	0.5%	0.9%
Worked at Home	6.2%	4.6%
2000 Workers 16+ by Travel Time to Work		
Total	1,560	2,541,611
Did not Work at Home	93.8%	95.4%
Less than 5 minutes	9.0%	4.4%
5 to 9 minutes	13.7%	13.3%
10 to 19 minutes	13.2%	31.0%
20 to 24 minutes	4.3%	14.4%
25 to 34 minutes	27.8%	17.3%
35 to 44 minutes	13.7%	5.4%
45 to 59 minutes	8.8%	5.3%
60 to 89 minutes	2.2%	2.7%
90 or more minutes	1.1%	1.5%
Worked at Home	6.2%	4.6%
Average Travel Time to Work (in min)	25.5	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

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

Top Segments:	Number of Households	Percent	Index
32 Rustbelt Traditions	374	27.1%	947
37 Prairie Living	357	25.9%	2,559
25 Salt of the Earth	357	25.9%	937
17 Green Acres	280	20.3%	648

32 Rustbelt Traditions

Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of $102,391. Households are primarily a mix of married-couple families, single parent families, and singles who live alone. The median age is 36.1 years; the median household income is $51,436. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

37 Prairie Living

Agriculture plays an important part of the Prairie Living economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Two-thirds of the households are married-couple families; the median age is 41.3 years. Homeownership is at 80 percent; the median home value is $106,220. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes. More than a third of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.

25. Salt of the Earth

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

17. Green Acres

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

Source: ESRI, 2008 Estimates and Projections

Community Tapestry classifies US neighborhoods into 65 market segments grouped together according to a detailed national profiles. Data souces include Census 2000, Axciom'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	1,381	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	280	20.3%	147
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	280	20.3%	648
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	13	0.9%	8
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0
30 Retirement Communities	0	0.0%	0
43 The Elders	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0
50 Heartland Communities	0	0.0%	0
57 Simple Living	13	0.9%	65
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 souces include Census 2000, Axciom'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	1,381	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	374	27.1%	306
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	374	27.1%	947
33 Midlife Junction	0	0.0%	0
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	714	51.7%	543
25 Salt of the Earth	357	25.9%	937
37 Prairie Living	357	25.9%	2,559
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	0	0.0%	0
26 Midland Crowd	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	0	0.0%	0
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

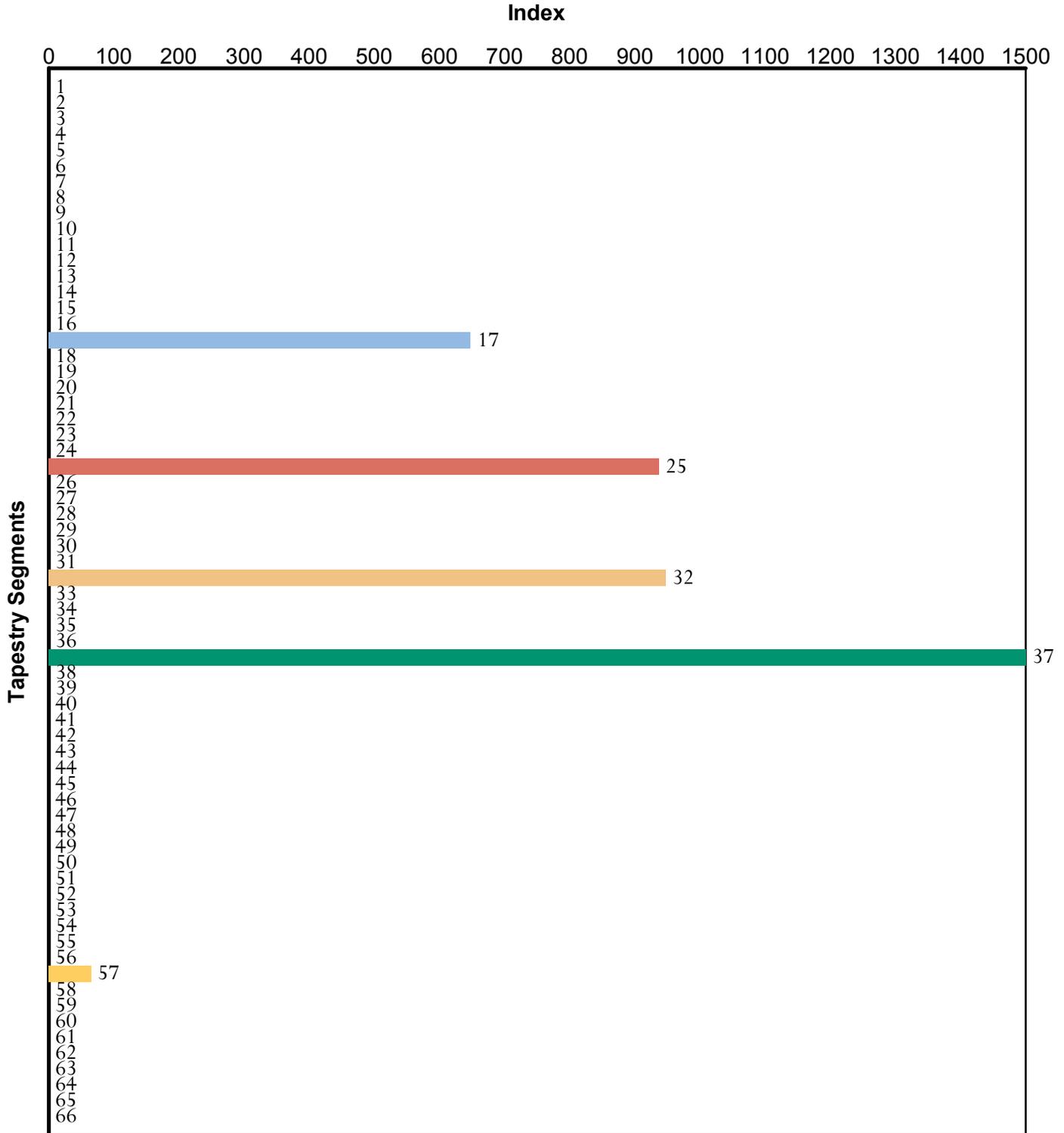**Source:** ESRI, 2008 Estimates and Projections

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

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

Tapestry Index by Households

Index

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

10

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
Newspaper Readership		
Light newspaper reader	463	18%
Light-medium newspaper reader	481	19%
Medium newspaper reader	499	19%
Medium-heavy newspaper reader	611	24%
Heavy newspaper reader	513	20%
Read any daily newspaper	1211	47%
Read one daily newspaper	1000	39%
Read two or more daily newspapers	211	8%
Read any Sunday newspaper	1445	56%
Radio Listenership		
Light radio listener	540	21%
Light-medium radio listener	492	19%
Medium radio listener	470	18%
Medium-heavy radio listener	513	20%
Heavy radio listener	551	21%
Internet Habits		
Have Access to Internet	2117	82%
Used Internet in last month	1591	61%
Used email in past month	1307	50%
Made purchase online, personal	545	21%
Made purchase online,business	174	7%
Made travel plans in past month	259	10%
Obtained latest news in past month	681	26%

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

Barnesville Trade Area

Total 2008 Adults: 2,591

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Internet Access:			
Have Access to Internet	2117	81.7%	86.5%
Have access to Internet,at home	1569	60.6%	71.9%
Have access to Internet,at work	799	30.8%	41.9%
Have access to Internet,at schl/library	637	24.6%	26.5%
Used Internet/mo,not hm/wrk/schl/lib	492	19.0%	20.3%
Use Internet less than once/wk	167	6.4%	3.9%
Use Internet 1-2 times per week	188	7.3%	5.8%
Use Internet 3-6 times per week	225	8.7%	8.6%
Use Internet daily	277	10.7%	11.3%
Use Internet 2-4 times per day	379	14.6%	18.6%
Use Internet 5 or more times/day	355	13.7%	24.4%
Used Internet in last month,any	1591	61.4%	72.5%
Used Internet/mo,at home	1312	50.6%	63.7%
Used Internet/mo,at work	645	24.9%	35.8%
Used Internet/mo,at school/library	128	4.9%	7.4%
Used Internet/mo,not hm/wrk/schl/lib	190	7.3%	9.0%
Internet Acivities in past month:			
Used email	1307	50.4%	64.5%
Used Instant Messenger	480	18.5%	24.9%
Paid bills online	490	18.9%	31.6%
Visited online blog	129	5.0%	8.3%
Wrote online blog	51	2.0%	3.3%
Visited chat room	83	3.2%	4.1%
Looked for employment	225	8.7%	11.0%
Played games online	438	16.9%	19.1%
Made trade or tracked investments	148	5.7%	11.0%
Downloaded music	284	11.0%	16.4%
Made phone call	30	1.2%	2.7%
Made purchase, personal	545	21.0%	32.0%
Made purchase,business	174	6.7%	10.0%
Made travel plans	259	10.0%	18.3%
Watched online video	223	8.6%	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

Barnesville Trade Area

Total 2008 Adults: 2,591

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Information obtained online in past month:			
New/used car info	200	7.7%	9.6%
Financial info	406	15.7%	24.2%
Obtained medical info	313	12.1%	16.6%
Obtained latest news	681	26.3%	38.4%
Obtained real estate info	146	5.6%	11.3%
Obtained sports news/info	429	16.6%	23.0%
Ordered on Internet in last year:			
Anything	718	27.7%	37.2%
airline ticket	256	9.9%	17.9%
CD/tape	71	2.7%	5.1%
clothing	243	9.4%	14.7%
computer	62	2.4%	3.6%
computer accessories	61	2.4%	4.4%
DVD	111	4.3%	7.1%
flowers	51	2.0%	4.7%
software	99	3.8%	6.0%
tickets	130	5.0%	9.3%
toy	73	2.8%	4.9%
E-commerce purchases in last year			
Purchased item at Amazon.com	214	8.3%	13.4%
Purchased item at barnes&noble.com	57	2.2%	3.4%
Purchased item at bestbuy.com	38	1.5%	2.5%
Purchased item at ebay.com	197	7.6%	9.7%
Purchased item at walmart.com	67	2.6%	3.5%
Spent <$200 online	267	10.3%	11.4%
Spent $200-499 online	173	6.7%	8.7%
Spent $500+	244	9.4%	15.3%
Internet Connection			
Dial-up modem	509	19.6%	13.0%
Cable modem	449	17.3%	26.6%
DSL	484	18.7%	24.9%
Wireless	148	5.7%	10.9%
Any broadband	983	37.9%	56.3%

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

Barnesville Trade Area

Total 2008 Adults: 2,597

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Newspaper readership:			
Light newspaper reader	463	17.8%	18.6%
Light-medium newspaper reader	481	18.5%	19.5%
Medium newspaper reader	499	19.2%	19.9%
Medium-heavy newspaper reader	611	23.5%	20.6%
Heavy newspaper reader	513	19.8%	20.4%
Read any daily newspaper	1211	46.6%	44.5%
Read one daily newspaper	1000	38.5%	36.0%
Read two or more daily newspapers	211	8.1%	8.6%
Read any Sunday newspaper	1445	55.6%	54.0%
Newspaper content:			
Read newspaper: advertisements	470	18.1%	21.7%
Read newspaper: business/finance section	546	21.0%	26.4%
Read newspaper: circulars/inserts/fliers	307	11.8%	16.8%
Read newspaper: classified section	861	33.2%	27.8%
Read newspaper: comics	739	28.5%	25.7%
Read newspaper: editorial page	701	27.0%	25.0%
Read newspaper: entertainment/lifestyle section	654	25.2%	29.6%
Read newspaper: fashion section	243	9.4%	12.4%
Read newspaper: food/cooking section	588	22.6%	24.5%
Read newspaper: main news/front page	1594	61.4%	60.6%
Read newspaper: health section	335	12.9%	17.7%
Read newspaper: home/furnishings/gardening section	414	15.9%	17.0%
Read newspaper: international/national news	462	17.8%	17.8%
Read newspaper: local news section	1548	59.6%	57.3%
Read newspaper: movie listings/reviews section	470	18.1%	21.7%
Read newspaper: science & technology section	307	11.8%	16.8%
Read newspaper: sports section	954	36.7%	36.2%
Read newspaper: travel section	335	12.9%	17.7%
Read newspaper: TV listings section	462	17.8%	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

Barnesville Trade Area

Total 2008 Adults: 2,597

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Magazine readership:			
Light magazine reader	569	21.9%	17.9%
Light-medium magazine reader	622	24.0%	20.6%
Medium magazine reader	539	20.8%	20.5%
Medium-heavy magazine reader	450	17.3%	20.2%
Heavy magazine reader	386	14.9%	19.8%
Magazine format:			
Read airline magazines	79	3.0%	6.2%
Read automotive magazines	310	11.9%	12.3%
Read baby magazines	123	4.7%	4.1%
Read boating magazines	38	1.5%	2.2%
Read bridal magazines	77	3.0%	4.2%
Read business/finance magazines	303	11.7%	18.7%
Read computer magazines	65	2.5%	4.2%
Read Epicurean magazines	166	6.4%	8.7%
Read fishing/hunting magazines	504	19.4%	12.9%
Read general editorial magazines	968	37.3%	42.1%
Read health magazines	359	13.8%	15.3%
Read home service magazines	879	33.8%	**34.6%**
Read motorcycle magazines	90	3.5%	3.4%
Read music magazines	198	7.6%	9.5%
Read news and entertainment weekly	852	32.8%	41.3%
Read parenthood magazines	283	10.9%	12.2%
Read science/technology magazines	124	4.8%	6.3%
Read sports magazines	302	11.6%	16.0%
Read travel magazines	127	4.9%	8.8%
Read women's fashion magazines	100	3.9%	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

Barnesville Trade Area

Total 2008 Adults: 2,597

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Radio access:			
Light radio listener	540	20.8%	19.1%
Light-medium radio listener	492	18.9%	20.1%
Medium radio listener	470	18.1%	20.6%
Medium-heavy radio listener	513	19.8%	19.8%
Heavy radio listener	551	21.2%	19.6%
Radio format listened to:			
adult contemporary	462	17.8%	19.2%
all news	28	1.1%	4.2%
all talk	59	2.3%	3.9%
alternative	123	4.7%	8.2%
classic hits	110	4.2%	4.9%
classic rock	352	13.6%	11.1%
classical	40	1.5%	3.2%
contemporary hit radio	340	13.1%	16.8%
country	980	37.7%	24.6%
gospel	66	2.5%	2.3%
Hispanic	49	1.9%	3.7%
jazz	30	1.2%	**3.9%**
news/talk	296	11.4%	13.2%
oldies	212	8.2%	8.4%
public	47	1.8%	3.9%
religious	176	6.8%	6.8%
rock	261	10.1%	11.8%
soft adult contemporary	95	3.7%	5.2%
sports	82	3.2%	5.1%
urban	200	7.7%	11.1%
variety/other	190	7.3%	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

Barnesville Trade Area

Total 2008 Adults: 2,597

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Radio programming listed to:			
auto racing	249	9.6%	7.0%
baseball playoffs/World Series	266	10.2%	11.5%
basketball (college)	171	6.6%	7.2%
basketball (pro)	126	4.9%	6.4%
football (college)	332	12.8%	12.3%
football-Monday night (pro)	205	7.9%	8.4%
football-weekend (pro)	352	13.6%	12.9%
golf	75	2.9%	2.9%
ice hockey	88	3.4%	3.7%
NFL playoffs/Superbowl	460	17.7%	0.0%
Listen to radio:			
6:00 am - 10:00 am weekday	1306	50.3%	53.2%
10:00 am - 3:00 pm weekday	992	38.2%	37.4%
3:00 pm - 7:00 pm weekday	1139	43.9%	46.1%
7:00 pm - midnight weekday	425	16.4%	15.5%
midnight - 6:00 am weekday	157	6.0%	5.3%
6:00 am - 10:00 am weekend	895	34.5%	31.7%
10:00 am - 3:00 pm weekend	1033	39.8%	42.9%
3:00 pm - 7:00 pm weekend	844	32.5%	33.2%
7:00 pm - midnight weekend	449	17.3%	16.3%
midnight - 6:00 am weekend	124	4.8%	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: Barnesville

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 categores where demand is greater than suppply are oppportunities 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).
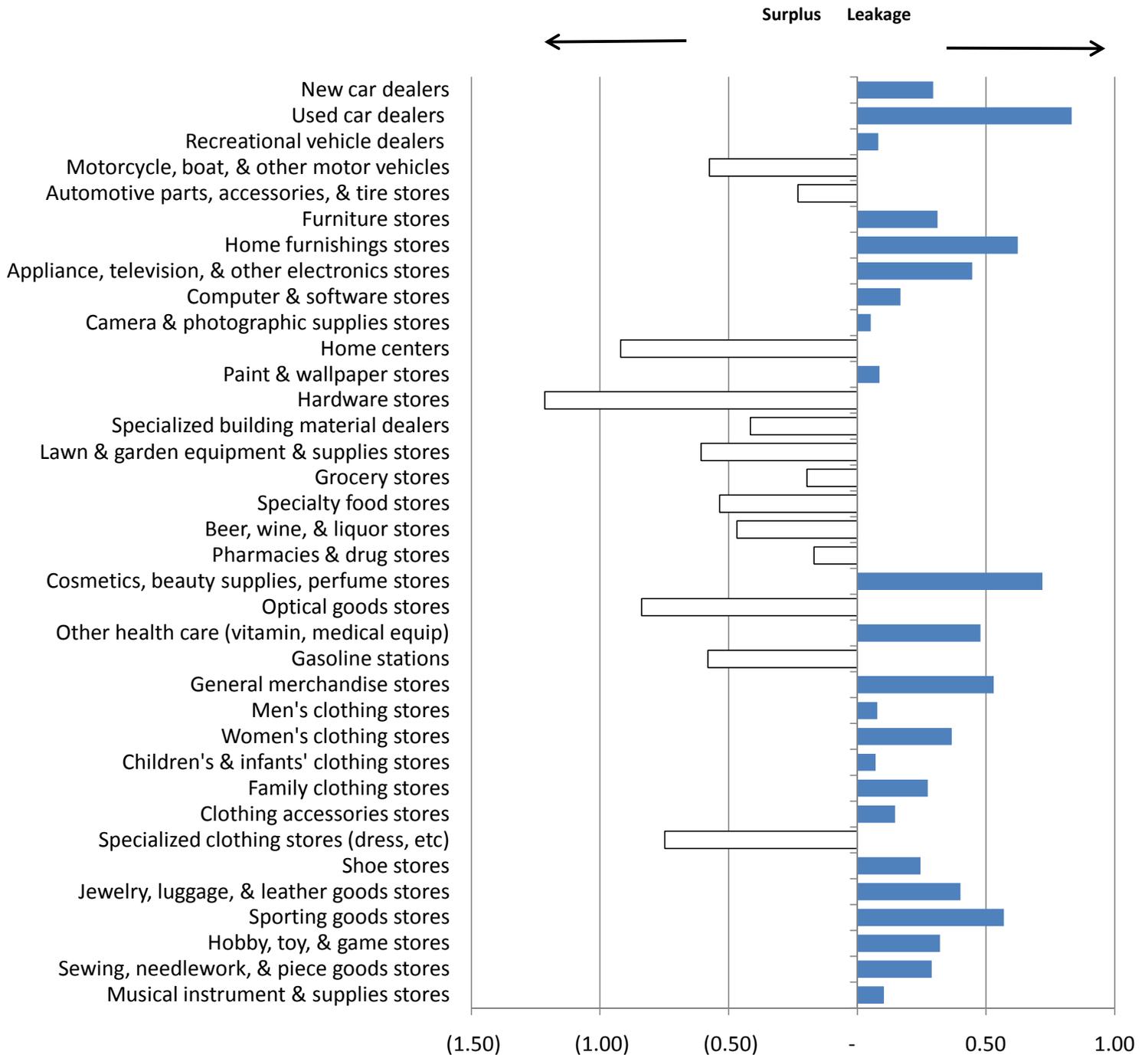
NAICS	Name	MN Sales Per Capita	Average Sales per MN Store	Potential Sales in Trade Area	No. of Stores (Demand)	No. of Stores (Supply)*	Potential Stores (Demand - Supply)
	Vehicle, Furniture, and Building Materials						
44111	New car dealers	$ 2,362	$20,695,560	$ 6,092,459	0.3	0	0.3
44112	Used car dealers **	$ 133	$ 412,318	$ 343,381	0.8	0	0.8
44121	Recreational vehicle dealers **	$ 61	$ 1,920,979	$ 156,921	0.1	0	0.1
44122	Motorcycle, boat, & other motor vehicles**	$ 185	$ 1,124,219	$ 477,658	0.4	1	-0.6
4413	Automotive parts, accessories, & tire stores	$ 215	$ 719,611	$ 553,452	0.8	1	-0.2
4421	Furniture stores	$ 191	$ 1,575,841	$ 491,430	0.3	0	0.3
4422	Home furnishings stores	$ 170	$ 703,967	$ 439,068	0.6	0	0.6
44311	Appliance, television, & other electronics stores	$ 318	$ 1,838,817	$ 820,010	0.4	0	0.4
44312	Computer & software stores	$ 59	$ 911,497	$ 152,663	0.2	0	0.2
44313	Camera & photographic supplies stores	$ 17	$ 847,980	$ 44,437	0.1	0	0.1
44411	Home centers	$ 382	$12,306,608	$ 986,333	0.1	1	-0.9
44412	Paint & wallpaper stores	$ 31	$ 920,244	$ 79,428	0.1	0	0.1
44413	Hardware stores	$ 103	$ 926,679	$ 264,707	0.3	1.5	-1.2
44419	Specialized building material dealers	$ 441	$ 1,946,442	$ 1,138,006	0.6	1	-0.4
4442	Lawn & garden equipment & supplies stores	$ 262	$ 1,716,161	$ 674,497	0.4	1	-0.6
	Food, Health, and General Merchandise						
4451	Grocery stores	$ 1,478	$ 4,737,118	$ 3,811,244	0.8	1	-0.2
4452	Specialty food stores**	$ 36	$ 198,621	$ 92,452	0.5	1	-0.5
4453	Beer, wine, & liquor stores	$ 199	$ 962,215	$ 512,639	0.5	1	-0.5
44611	Pharmacies & drug stores	$ 448	$ 3,484,878	$ 1,156,594	0.3	0.5	-0.2
44612	Cosmetics, beauty supplies, perfume stores**	$ 16	$ 56,653	$ 40,719	0.7	0	0.7
44613	Optical goods stores	$ 27	$ 430,814	$ 69,721	0.2	1	-0.8
44619	Other health care (vitamin, medical equip)**	$ 37	$ 198,416	$ 95,007	0.5	0	0.5
4471	Gasoline stations	$ 1,100	$ 1,997,714	$ 2,836,822	1.4	2	-0.6
452	General merchandise stores	$ 1,715	$ 8,357,120	$ 4,422,366	0.5	0	0.5
	Clothing						
44811	Men's clothing stores	$ 19	$ 632,764	$ 49,414	0.1	0	0.1
44812	Women's clothing stores	$ 93	$ 657,103	$ 241,042	0.4	0	0.4
44813	Children's & infants' clothing stores	$ 19	$ 702,368	$ 50,158	0.1	0	0.1
44814	Family clothing stores	$ 196	$ 1,849,804	$ 506,540	0.3	0	0.3
44815	Clothing accessories stores**	$ 7	$ 126,439	$ 18,578	0.1	0	0.1
44819	Specialized clothing stores (dress, etc)**	$ 25	$ 260,028	$ 65,594	0.3	1	-0.7
44821	Shoe stores	$ 59	$ 623,300	$ 152,748	0.2	0	0.2
4483	Jewelry, luggage, & leather goods stores	$ 77	$ 497,277	$ 199,275	0.4	0	0.4
	Leisure Goods						
45111	Sporting goods stores	$ 156	$ 707,177	$ 402,922	0.6	0	0.6
45112	Hobby, toy, & game stores**	$ 47	$ 379,238	$ 121,968	0.3	0	0.3
45113	Sewing, needlework, & piece goods stores**	$ 24	$ 213,338	$ 61,598	0.3	0	0.3
45114	Musical instrument & supplies stores**	$ 23	$ 566,062	$ 58,455	0.1	0	0.1
45121	Book Store	$ 49	$ 339,663	$ 126,691	0.4	0	0.4
45122	Tape, compact disc, & record stores	$ 17	$ 493,748	$ 43,377	0.1	0	0.1

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	$ 35	$ 200,103	$ 90,777	0.5	1	-0.5
45321	Office supplies & stationery stores	$ 56	$ 1,175,906	$ 144,388	0.1	0	0.1
45322	Gift, novelty, & souvenir stores**	$ 71	$ 155,220	$ 181,821	1.2	0	1.2
4533	Used merchandise stores	$ 27	$ 78,620	$ 68,424	0.9	1	-0.1
45391	Pet & pet supplies stores	$ 32	$ 492,062	$ 81,402	0.2	0	0.2
45392	Art dealers**	$ 7	$ 87,347	$ 18,264	0.2	0	0.2
45393	Manufactured (mobile) home dealers	$ 35	$ 1,660,335	$ 90,420	0.1	1	-0.9
51213	Motion picture & video exhibition**	$ 35	$ 1,326,008	$ 89,925	0.1	0	0.1
54192	Photographic services	$ 67	$ 170,832	$ 173,954	1.0	2	-1.0
	Rental						
5321	Automotive equipment rental & leasing	$ 168	$ 1,670,422	$ 433,390	0.3	0	0.3
53222	Formal wear & costume rental**	$ 4	$ 419,936	$ 9,924	0.0	0	0.0
53223	Video tape & disc rental	$ 26	$ 356,665	$ 67,432	0.2	0	0.2
5323	General rental centers**	$ 10	$ 266,146	$ 25,706	0.1	0	0.1
	Amusement and Recreation						
7131	Amusement parks & arcades**	$ 13	$ 516,643	$ 33,179	0.1	0	0.1
7139	Other amusement (bowling, golf, fitness)	$ 198	$ 244,851	$ 511,858	2.1	4	-1.9
	Accomodation and Food Services						
7211	Traveler accommodation	$ 414	$ 1,085,592	$ 1,068,619	1.0	0	1.0
7212	RV parks & recreational camps**	$ 16	$ 114,079	$ 40,616	0.4	1	-0.6
7221	Full-service restaurants	$ 540	$ 723,272	$ 1,393,829	1.9	1	0.9
7222	Limited-service eating places	$ 439	$ 555,217	$ 1,132,437	2.0	4	-2.0
7224	Drinking places (alcoholic beverages)	$ 68	$ 265,422	$ 174,681	0.7	3.5	-2.8
	Auto and Equipment Services						
8111	Automotive repair & maintenance	$ 325	$ 196,533	$ 838,867	4.3	8	-3.7
8112	Electronic equipment repair & maintenance	$ 78	$ 412,498	$ 201,753	0.5	2	-1.5
81141	Home/garden equipment & appliance repair**	$ 9	$ 55,248	$ 23,587	0.4	1	-0.6
81142	Reupholstery & furniture repair**	$ 5	$ 36,147	$ 13,854	0.4	0	0.4
81143	Footwear & leather goods repair**	$ 1	$ 40,398	$ 1,847	0.0	0	0.0
81149	Personal goods repair (watch, boat, garment) **	$ 12	$ 13,399	$ 29,994	2.2	2	0.2
	Personal Services						
812111	Barber shops**	$ 1	$ 2,960	$ 1,857	0.6	1	-0.4
812112	Beauty salons**	$ 79	$ 54,630	$ 203,398	3.7	4	-0.3
812113	Nail salons**	$ 5	$ 32,890	$ 12,977	0.4	0	0.4
81219	Other personal care services**	$ 14	$ 35,719	$ 36,060	1.0	1	0.0
81221	Funeral homes & funeral services	$ 43	$ 439,407	$ 110,843	0.3	1	-0.7
81231	Coin-operated laundries & drycleaners**	$ 6	$ 78,079	$ 15,684	0.2	0	0.2
81232	Drycleaning & laundry (except coin-operated)	$ 19	$ 234,005	$ 50,253	0.2	0	0.2
81291	Pet care (except veterinary) services**	$ 4	$ 23,289	$ 11,510	0.5	0	0.5
81292	Photofinishing**	$ 19	$ 249,849	$ 48,136	0.2	0	0.2

Retail Gap Estimates by Store Format

Surplus ← | Leakage →

Store Format	Gap
New car dealers	0.30
Used car dealers	0.82
Recreational vehicle dealers	0.10
Motorcycle, boat, & other motor vehicles	-0.55
Automotive parts, accessories, & tire stores	-0.30
Furniture stores	0.32
Home furnishings stores	0.62
Appliance, television, & other electronics stores	0.45
Computer & software stores	0.20
Camera & photographic supplies stores	0.08
Home centers	-0.90
Paint & wallpaper stores	0.12
Hardware stores	-1.25
Specialized building material dealers	-0.45
Lawn & garden equipment & supplies stores	-0.60
Grocery stores	-0.28
Specialty food stores	-0.52
Beer, wine, & liquor stores	-0.48
Pharmacies & drug stores	-0.30
Cosmetics, beauty supplies, perfume stores	0.72
Optical goods stores	-0.65
Other health care (vitamin, medical equip)	0.48
Gasoline stations	-0.58
General merchandise stores	0.52
Men's clothing stores	0.10
Women's clothing stores	0.38
Children's & infants' clothing stores	0.10
Family clothing stores	0.30
Clothing accessories stores	0.18
Specialized clothing stores (dress, etc)	-0.75
Shoe stores	0.28
Jewelry, luggage, & leather goods stores	0.42
Sporting goods stores	0.57
Hobby, toy, & game stores	0.35
Sewing, needlework, & piece goods stores	0.32
Musical instrument & supplies stores	0.12

(1.50) (1.00) (0.50) - 0.50 1.00

20

Retail Gap Estimates by Store Format

Surplus   Leakage

$\longleftarrow$ $\longrightarrow$

Store Format	
Book Store	
Tape, compact disc, & record stores	
Florists	
Office supplies & stationery stores	
Gift, novelty, & souvenir stores	
Used merchandise stores	
Pet & pet supplies stores	
Art dealers	
Manufactured (mobile) home dealers	
Motion picture & video exhibition	
Photographic services	
Automotive equipment rental & leasing	
Formal wear & costume rental	
Video tape & disc rental	
General rental centers	
Amusement parks & arcades	
Other amusement (bowling, golf, fitness)	
Traveler accommodation	
RV parks & recreational camps	
Full-service restaurants	
Limited-service eating places	
Drinking places (alcoholic beverages)	
Automotive repair & maintenance	
Electronic equipment repair & maintenance	
Home/garden equipment & appliance repair	
Reupholstery & furniture repair	
Footwear & leather goods repair	
Personal goods repair (watch, boat, garment)	
Barber shops	
Beauty salons	
Nail salons	
Other personal care services	
Funeral homes & funeral services	
Coin-operated laundries & drycleaners	
Drycleaning & laundry (except coin-operated)	
Pet care (except veterinary) services	
Photofinishing	

(4.00)   (3.00)   (2.00)   (1.00)   -   1.00   2.00

# Retail Gap Analysis Supplement on Trades: Barnesville

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 categores where demand is greater than suppply are oppportunities 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						
2361	Residential building construction	$ 1,471	$ 546,828	$ 3,792,673	6.9	5	1.9
2381	Building foundation and exterior contractors	$ 609	$ 329,702	$ 1,571,411	4.8	8	-3.2
	Framing, Siding, Glass, Masonry						
23821	Electrical contractors	$ 386	$ 724,608	$ 996,208	1.4	3	-1.6
23822	Plumbing and HVAC contractors	$ 593	$ 989,142	$ 1,529,120	1.5	4	-2.5
23829	Other building equipment contractors	$ 68	$ 952,061	$ 176,576	0.2	0	0.2
	Boilers, Garage Doors, Ducts, Specialized Install						
2383	Finishing contractors	$ 504	$ 151,679	$ 1,299,737	8.6	2	6.6
	Drywall, Painting, Flooring, Tile, Finishing						
2389	Other specialty trade contractors	$ 332	$ 159,042	$ 856,477	5.4	1	4.4
	Site preparation, Septics, Turf, Asphalting, Fence						

* 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)

Retail Gap Estimates by Store Format
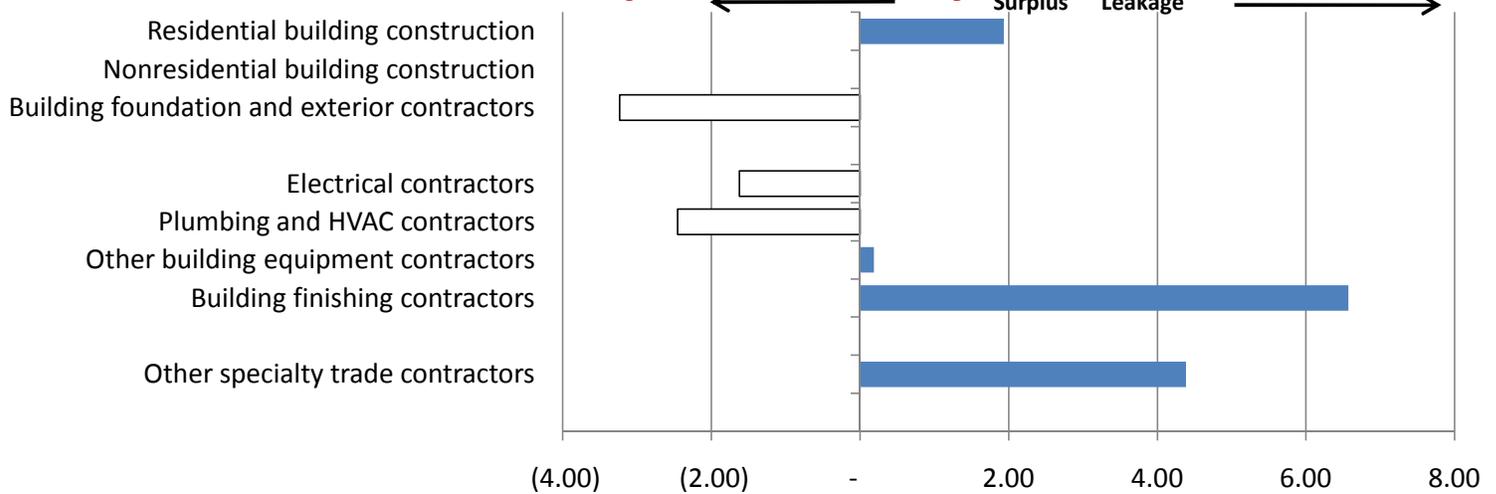
Appendix I: Data and Methodology

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 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 conduced 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.