



Wadena Market Area Profile, May 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 trade area includes 43,231 people living in 17,232 households.

The local trade area used for this analysis includes the communities of Menahga, Sebeka, Perham, Ottertail, and Staples as well as the countryside and smaller communities in the area. This trade area is based on input from businesses and community leaders in Wadena.



What do we know about households in the trade area?

Median Household Income	\$40,076	Median Net Worth	\$45,415
Median Disposable Households with related children	\$31,518 32%	Median Age	42.6
		Households with persons 65+	32%

What do we know about housing in the trade area ?

Seasonal Housing Units	2,900 or 21% of total	Renter Occupied Units	2,171 or 16% of total
Median home value	\$112,019		

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Wadena 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: May, 2010 by Ryan Pesch and Adeel Ahmed, Extension Educators, University of Minnesota Extension.

Sponsors: Wadena Economic Development Authority

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

	Wadena	Minnesota
2008 Total Population	43,231	5,357,700
2013 Total Population	43,402	5,636,868
2008-2013 Annual Rate	0.00%	1.00%
2008 Households	17,232	2,099,737
2008 Average Household Size	2.46	2.48
2013 Households	17,426	2,218,134
2013 Average Household Size	2.44	2.48
2008-2013 Annual Rate	0.00%	1.00%

Income:



Median Household Income

2000	\$32,027	\$47,143
2008	\$40,076	\$62,757
2013	\$46,455	\$73,083

Per Capita Income

2000	\$15,764	\$23,199
2008	\$19,607	\$31,884
2013	\$22,114	\$38,864

2008 Household by Income

Household Income Base	17,232	2,099,736
<15,000	16.6%	7.8%
\$15,000 - \$24,999	14.8%	8.1%
\$25,000 - \$34,999	12.6%	8.8%
\$35,000 - \$49,999	17.9%	13.5%
\$50,000 - \$74,999	24.3%	22.1%
\$75,000 - \$99,999	7.3%	14.3%
\$100,000 - \$149,999	4.2%	16.6%
\$150,000 - \$199,999	1.2%	4.2%
\$200,000+	1.2%	4.5%
Average Household Income	\$48,122	\$80,432

2013 Household by Income

Household Income Base	17,424	2,218,133
<15,000	14.2%	6.3%
\$15,000 - \$24,999	13.3%	6.6%
\$25,000 - \$34,999	10.9%	6.3%
\$35,000 - \$49,999	15.3%	10.4%
\$50,000 - \$74,999	29.0%	22.0%
\$75,000 - \$99,999	8.9%	15.6%
\$100,000 - \$149,999	6.0%	21.2%
\$150,000 - \$199,999	1.0%	5.5%
\$200,000+	1.0%	6.0%
Average Household Income	\$53,874	\$97,774

2008 Households by Disposable Income

Total Households	17,232	2,099,736
<\$15,000	20.4%	9.8%
\$15,000 - \$34,999	17.6%	10.7%
\$35,000 - \$49,999	20.6%	17.7%
\$50,000 - \$74,999	17.7%	23.9%
\$75,000 - \$99,999	3.4%	11.7%
\$100,000 - \$149,999	2.5%	9.5%
\$150,000 - \$199,000	0.5%	2.1%
\$200,000 +	0.7%	2.4%
Average Disposable Income	\$39,420	\$63,250
Median Disposable Income	\$31,518	\$49,570

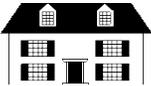
Customer Profile



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

	<i>Wadena</i>	<i>Minnesota</i>
2008 Households by Net Worth		
Total Households	17,232	2,099,736
<\$15,000	33.0%	19.9%
\$15,000 - \$34,999	11.9%	7.6%
\$35,000 - \$49,999	6.8%	4.7%
\$50,000 - \$74,999	8.2%	6.3%
\$75,000 - \$99,999	6.0%	5.0%
\$100,000 - \$149,999	9.2%	9.9%
\$150,000 - \$249,999	8.3%	12.3%
\$250,000 - \$499,999	6.6%	16.0%
\$500,000-\$999,999	5.1%	10.8%
\$1,000,000+	4.83%	7.54%
2008 Average Net Worth	\$303,007	\$493,460
2008 Median Net Worth	\$45,415	\$129,686

Housing:



2008 Housing Units		
Owner Occupied Housing Units	62.0%	67.0%
Renter Occupied Housing Units	15.8%	23.2%
Seasonal Housing Units	21.1%	6.0%
Other Vacant Housing Units	6.0%	3.7%

2013 Housing Units		
Owner Occupied Housing Units	60.5%	66.0%
Renter Occupied Housing Units	15.9%	23.5%
Seasonal Housing Units	21.8%	6.4%
Other Vacant Housing Units	6.7%	4.1%

Median Home Value		
2000	\$71,237	\$118,064
2008	\$112,019	\$187,003
2013	\$116,115	\$196,336

2008 Owner Occupied HUs by Value		
Total Housing Units	13,738	1,559,119
<50,000	14.6%	5.6%
\$50,000 - \$99,999	28.9%	10.6%
\$100,000 - \$149,999	26.1%	18.8%
\$150,000 - \$199,999	13.8%	20.7%
\$200,000 - \$299,999	10.2%	26.5%
\$300,000 - \$499,999	4.6%	13.1%
\$500,000 - \$999,999	1.3%	3.9%
\$1,000,000 +	0.4%	0.9%
Average Home Value	\$138,052	\$219,229
Median Home Value	\$112,019	\$187,003

2000 Housing Units by Units in Structure		
Total Housing Units	20,626	2,065,946
1, Detached	77.7%	67.8%
1, Attached	0.8%	5.2%
2	1.2%	3.0%
3 or 4	2.0%	2.3%
5 to 9	2.0%	2.4%
10 to 19	1.8%	3.8%
20 +	2.7%	10.7%
Mobile Home	10.7%	4.5%
Other	1.0%	0.0%

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

	<i>Wadena</i>	<i>Minnesota</i>
2000 Housing Units by Year Structure Built		
Total Housing Units	20,626	2,065,946
1999 to March 2000	2.4%	2.3%
1995 to 1998	6.3%	6.6%
1990 to 1994	5.0%	7.0%
1980 to 1989	12.0%	14.0%
1970 to 1979	18.6%	18.2%
1969 or Earlier	55.4%	51.2%
Median Year Structure Built	1965	1969

Population Demographics:



Median Age		
2000	40.0	35.4
2008	42.6	36.9
2013	44.0	37.6

2008 Population by Age		
Total Population	43,228	5,357,700
0 - 4	6.2%	6.8%
5 - 9	6.0%	6.5%
10 - 14	6.3%	6.7%
15 - 24	12.3%	14.1%
25 - 34	10.7%	13.1%
35 - 44	11.5%	14.4%
45 - 54	15.5%	15.2%
55 - 64	12.8%	10.9%
65 - 74	9.0%	6.0%
75 - 84	6.4%	4.1%
85 +	3.3%	2.1%
18 +	77.4%	75.8%

2008 Population by Race/Ethnicity		
Total Population	43,232	5,357,700
White Alone	97.7%	87.2%
Black Alone	0.3%	4.2%
American Indian Alone	0.5%	1.1%
Asian or Pacific Islander Alone	0.3%	3.8%
Some Other Race Alone	0.3%	1.8%
Two or More Races	0.9%	2.0%
Hispanic Origin	1.1%	3.9%
Diversity Index	6.6	29.4

2008 Population 25+ by Educational Attainment		
Total Population	29,905	3,526,447
Less Than 9th Grade	7.7%	3.8%
9th to 12th Grade, No Diploma	8.2%	5.8%
High School Graduate	38.6%	28.8%
Some College, No Degree	22.2%	22.6%
Associate Degree	8.6%	9.0%
Bachelor's Degree	10.3%	20.6%
Master's/Prof/Doctorate Degree	4.4%	9.4%

2008 Population 15+ by Marital Status		
Total Population	35,240	4,284,069
Never Married	22.7%	28.7%
Married, Not Separated	61.0%	56.9%
Married, Separated	16.3%	14.4%
Widowed	7.8%	5.2%
Divorced	8.4%	9.2%

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Wadena

Minnesota

Household Demographics:



2000 Households by Type

Total	16,813	1,895,127
Family Households	68.7%	66.2%
Married-couple Family	58.3%	53.7%
With Related Children	24.7%	25.8%
Other Family (No Spouse)	10.4%	12.5%
With Related Children	6.9%	8.5%
Nonfamily Households	31.3%	33.8%
Householder Living Alone	27.2%	26.9%
Householder Not Living Alone	4.0%	6.9%

2000 Households by Size

Total	16,812	1,895,127
1 Person Household	27.2%	26.9%
2 Person Household	36.3%	33.9%
3 Person Household	13.2%	15.0%
4 Person Household	12.6%	14.4%
5 Person Household	6.9%	6.5%
6 Person Household	2.5%	2.1%
7 + Person Household	1.4%	1.2%
Households with Related Children	31.7%	34.3%
Households with Persons 65+	31.5%	21.3%

2000 Households by Year Householder Moved In

Total	16,812	1,895,127
Moved in 1999 to March 2000	14.1%	17.6%
Moved in 1995 to 1998	24.8%	28.4%
Moved in 1990 to 1994	16.9%	17.4%
Moved in 1980 to 1989	18.4%	16.6%
Moved in 1970 to 1979	13.4%	10.0%
Moved in 1969 or Earlier	12.4%	10.0%
Median Year Householder Moved In	1992	1994

2000 Households by Vehicles Available

Total	16,814	1,895,127
None	7.6%	7.7%
1	28.9%	31.2%
2	41.0%	42.2%
3	16.0%	13.7%
4	4.5%	3.8%
5+	1.9%	1.5%
Average Number of Vehicles Available	1.9	1.8

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

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

Wadena

Minnesota

Employment:



2008 Employed Population 16+ by Industry

	Wadena	Minnesota
Total	19,122	2,752,132
Agriculture/Mining	7.0%	1.9%
Construction	8.1%	6.4%
Manufacturing	15.1%	13.4%
Wholesale Trade	3.5%	3.5%
Retail Trade	11.2%	11.1%
Transportation/Utilities	5.0%	4.8%
Information	1.7%	2.1%
Finance/Insurance/Real Estate	4.2%	8.0%
Services	41.8%	45.8%
Public Administration	2.5%	3.0%

2008 Employed Population 16+ by Occupation

	Wadena	Minnesota
Total	19,120	2,752,132
White Collar	50.0%	62.5%
Management/Business/Financial	13.7%	15.5%
Professional	16.7%	22.4%
Sales	9.5%	11.3%
Administrative Support	10.0%	13.3%
Services	18.2%	15.8%
Blue Collar	31.9%	21.7%
Farming/Forestry/Fishing	2.2%	0.5%
Construction/Extraction	6.5%	5.0%
Installation/Maintenance/Repair	4.0%	3.5%
Production	9.7%	7.2%
Transportation/Material Moving	9.4%	5.6%

2000 Workers 16+ by Means of Transportation to Work

	Wadena	Minnesota
Total	19,129	2,541,611
Drove Alone - Car, Truck, or Van	73.3%	77.6%
Carpooled - Car, Truck, or Van	11.8%	10.4%
Public Transportation	0.4%	3.2%
Walked	4.7%	3.3%
Other Means	0.9%	0.9%
Worked at Home	9.0%	4.6%

2000 Workers 16+ by Travel Time to Work

	Wadena	Minnesota
Total	19,129	2,541,611
Did not Work at Home	91.0%	95.4%
Less than 5 minutes	9.1%	4.4%
5 to 9 minutes	18.1%	13.3%
10 to 19 minutes	27.8%	31.0%
20 to 24 minutes	10.4%	14.4%
25 to 34 minutes	12.5%	17.3%
35 to 44 minutes	3.5%	5.4%
45 to 59 minutes	4.2%	5.3%
60 to 89 minutes	2.6%	2.7%
90 or more minutes	2.8%	1.5%
Worked at Home	9.0%	4.6%
Average Travel Time to Work (in min)	21.3	21.9

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

Lifestyle Profile Summary

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

Top Segments:	Number of Households	Percent	Index
50 Heartland Communities	5,153	29.9%	1,372
37 Prairie Living	4,038	23.4%	2,320
31 Rural Resort Dwellers	2,684	15.6%	967

50 Heartland Communities

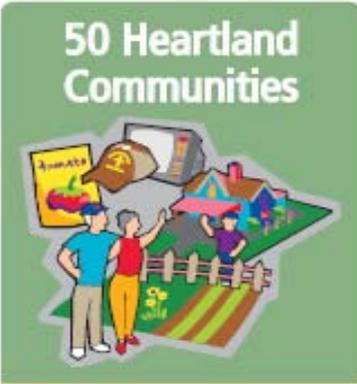
Heartland Communities neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$82,080. Most homes are older, built before 1960. The median age is 42.0 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

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.

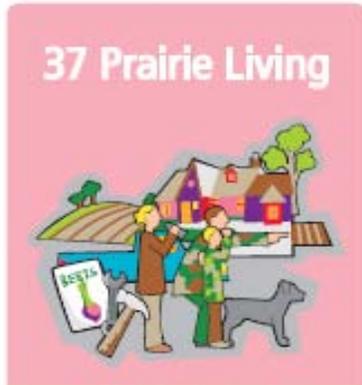
31 Rural Resort Dwellers

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



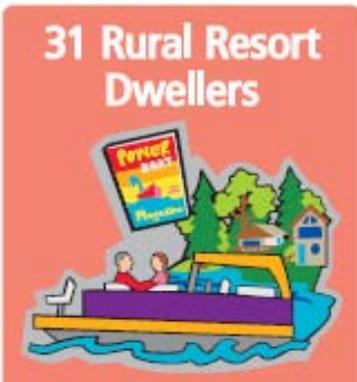
- Senior Styles
- Small Towns
- Lower Middle Class
- Skilled / Prof / Mgmt / Srvc
- No HS Diploma; HS Grad
- Single Family
- White

- Work on lawn, garden, DIY projects
- Own shares in mutual funds & bonds
- Order products from Avon
- Own / Lease domestic vehicle



- Factories and Farms
- Rural
- Married – Couples Families
- Skilled / Farming
- HS Grad; Some College
- White

- Own Pets
- Own Certificates of Deposit longer than 6 months
- Go hunting, birdwatching
- Listen to country music on radio
- Own / Lease 4-/all-wheel drive vehicle



- American Quilt
- Rural
- Married Couples w/ NO Kids
- Prof / Mgmt / Skilled / Srvc
- Some College
- Single Family; Mobile Home / Seasonal
- White

- Do woodworking and furniture refinishing
- Have overdraft protection
- Do target shooting
- Watch rodeo / bull riding on TV
- Own an ATV / UTV

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

Tapestry LifeMode Groups

2008 Households

	Number	Percent	Index
Total	17,232	100.0%	
L1. High Society	68	0.4%	3
01 Top Rung	0	0.0%	0
02 Suburban Splendor	0	0.0%	0
03 Connoisseurs	0	0.0%	0
04 Boomburbs	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0
07 Exurbanites	68	0.4%	16
L2. Upscale Avenues	220	1.3%	9
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	220	1.3%	41
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	6,579	38.2%	306
14 Prosperous Empty Nesters	0	0.0%	0
15 Silver and Gold	0	0.0%	0
29 Rustbelt Retirees	355	2.1%	98
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	5,153	29.9%	1,372
57 Simple Living	1,071	6.2%	432
65 Social Security Set	0	0.0%	0

Source: ESRI, 2008 Estimates and Projections

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

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

Tapestry LifeMode Groups

2008 Households

	Number	Percent	Index
Total	17,232	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	775	4.5%	51
24 Main Street, USA	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0
33 Midlife Junction	775	4.5%	180
34 Family Foundations	0	0.0%	0
L11. Factories & Farms	5,195	30.1%	317
25 Salt of the Earth	893	5.2%	188
37 Prairie Living	4,038	23.4%	2,320
42 Southern Satellites	0	0.0%	0
53 Home Town	264	1.5%	103
56 Rural Bypasses	0	0.0%	0
L12. American Quilt	4,395	25.5%	277
26 Midland Crowd	446	2.6%	71
31 Rural Resort Dwellers	2,684	15.6%	967
41 Crossroads	0	0.0%	0
46 Rooted Rural	1,265	7.3%	301
66 Unclassified	0	0.0%	0

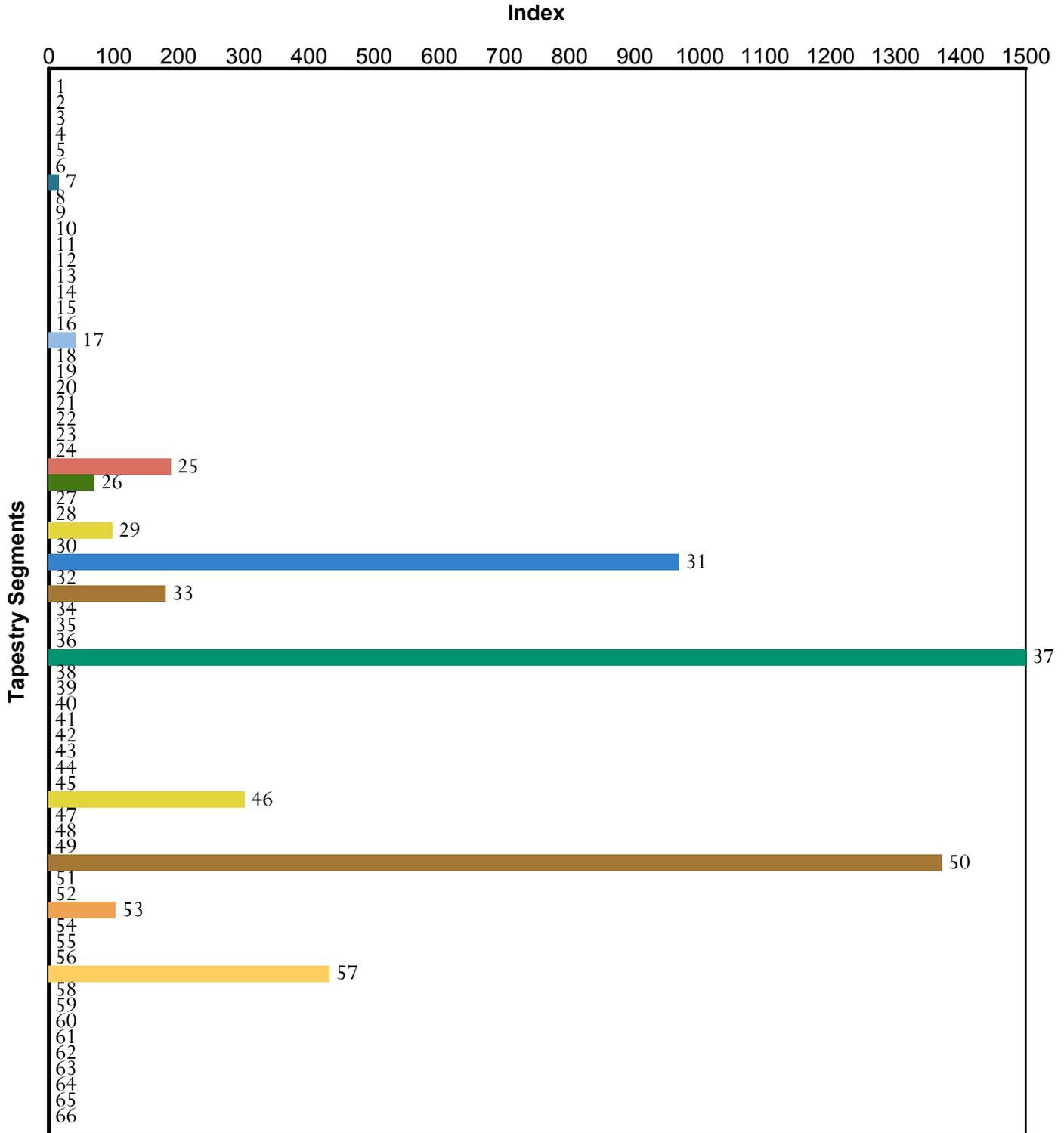
Source: ESRI, 2008 Estimates and Projections

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

Tapestry Index by Households



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.

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	7779	23%
Light-medium newspaper reader	5566	17%
Medium newspaper reader	5814	17%
Medium-heavy newspaper reader	7169	22%
Heavy newspaper reader	6260	19%
Read any daily newspaper	14290	43%
Read one daily newspaper	11385	34%
Read two or more daily newspapers	2898	9%
Read any Sunday newspaper	16179	49%
<i>Radio Listenership</i>		
Light radio listener	7735	23%
Light-medium radio listener	5428	16%
Medium radio listener	5306	16%
Medium-heavy radio listener	6251	19%
Heavy radio listener	7857	24%
<i>Internet Habits</i>		
Have Access to Internet	26194	79%
Used Internet in last month	18693	56%
Used email in past month	15511	47%
Made purchase online, personal	7009	21%
Made purchase online,business	2614	8%
Made travel plans in past month	2885	9%
Obtained latest news in past month	7627	2 %

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

Wadena Trade Area

Total 2008 Adults: 33,289

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Internet Access:			
Have Access to Internet	26194	78.7%	86.5%
Have access to Internet,at home	18383	55.2%	71.9%
Have access to Internet,at work	10158	30.5%	41.9%
Have access to Internet,at schl/library	8820	26.5%	26.5%
Used Internet/mo,not hm/wrk/schl/lib	6721	20.2%	20.3%
Use Internet less than once/wk	1910	5.7%	3.9%
Use Internet 1-2 times per week	1853	5.6%	5.8%
Use Internet 3-6 times per week	2673	8.0%	8.6%
Use Internet daily	2975	8.9%	11.3%
Use Internet 2-4 times per day	4750	14.3%	18.6%
Use Internet 5 or more times/day	4534	13.6%	24.4%
Used Internet in last month,any	18693	56.2%	72.5%
Used Internet/mo,at home	14986	45.0%	63.7%
Used Internet/mo,at work	8026	24.1%	35.8%
Used Internet/mo,at school/library	1617	4.9%	7.4%
Used Internet/mo,not hm/wrk/schl/lib	2273	6.8%	9.0%
Internet Activities in past month:			
Used email	15511	46.6%	64.5%
Used Instant Messenger	4838	14.5%	24.9%
Paid bills online	5620	16.9%	31.6%
Visited online blog	1474	4.4%	8.3%
Wrote online blog	590	1.8%	3.3%
Visited chat room	893	2.7%	4.1%
Looked for employment	2258	6.8%	11.0%
Played games online	4926	14.8%	19.1%
Made trade or tracked investments	1691	5.1%	11.0%
Downloaded music	2932	8.8%	16.4%
Made phone call	499	1.5%	2.7%
Made purchase, personal	7009	21.1%	32.0%
Made purchase,business	2614	7.9%	10.0%
Made travel plans	2885	8.7%	18.3%
Watched online video	2522	7.6%	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

Wadena Trade Area

Total 2008 Adults: 33,289

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	2395	7.2%	9.6%
Financial info	4209	12.6%	24.2%
Obtained medical info	4071	12.2%	16.6%
Obtained latest news	7627	22.9%	38.4%
Obtained real estate info	1863	5.6%	11.3%
Obtained sports news/info	4172	12.5%	23.0%
Ordered on Internet in last year:			
Anything	8206	24.7%	37.2%
airline ticket	2812	8.4%	17.9%
CD/tape	965	2.9%	5.1%
clothing	3310	9.9%	14.7%
computer	855	2.6%	3.6%
computer accessories	984	3.0%	4.4%
DVD	1387	4.2%	7.1%
flowers	829	2.5%	4.7%
software	1396	4.2%	6.0%
tickets	1387	4.2%	9.3%
toy	1048	3.1%	4.9%
E-commerce purchases in last year			
Purchased item at Amazon.com	2883	8.7%	13.4%
Purchased item at barnes&noble.com	940	2.8%	3.4%
Purchased item at bestbuy.com	602	1.8%	2.5%
Purchased item at ebay.com	2550	7.7%	9.7%
Purchased item at walmart.com	1065	3.2%	3.5%
Spent <\$200 online	3012	9.0%	11.4%
Spent \$200-499 online	2094	6.3%	8.7%
Spent \$500+	2901	8.7%	15.3%
Internet Connection			
Dial-up modem	6255	18.8%	13.0%
Cable modem	4173	12.5%	26.6%
DSL	6288	18.9%	24.9%
Wireless	1779	5.3%	10.9%
Any broadband	11016	33.1%	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 Listen

Wadena Trade Area

Total 2008 Adults: 33,321

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	7735	23.2%	19.1%
Light-medium radio listener	5428	16.3%	20.1%
Medium radio listener	5306	15.9%	20.6%
Medium-heavy radio listener	6251	18.8%	19.8%
Heavy radio listener	7857	23.6%	19.6%
Radio format listened to:			
adult contemporary	5489	16.5%	19.2%
all news	588	1.8%	4.2%
all talk	815	2.4%	3.9%
alternative	1210	3.6%	8.2%
classic hits	1338	4.0%	4.9%
classic rock	4034	12.1%	11.1%
classical	774	2.3%	3.2%
contemporary hit radio	3500	10.5%	16.8%
country	12845	38.5%	24.6%
gospel	1108	3.3%	2.3%
Hispanic	644	1.9%	3.7%
jazz	538	1.6%	3.9%
news/talk	3966	11.9%	13.2%
oldies	2471	7.4%	8.4%
public	907	2.7%	3.9%
religious	1796	5.4%	6.8%
rock	2337	7.0%	11.8%
soft adult contemporary	1009	3.0%	5.2%
sports	693	2.1%	5.1%
urban	2460	7.4%	11.1%
variety/other	2146	6.4%	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

Wadena Trade Area

Total 2008 Adults: 33,321

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	3208	9.6%	7.0%
baseball playoffs/World Series	3049	9.2%	11.5%
basketball (college)	2339	7.0%	7.2%
basketball (pro)	1489	4.5%	6.4%
football (college)	4136	12.4%	12.3%
football-Monday night (pro)	2628	7.9%	8.4%
football-weekend (pro)	4068	12.2%	12.9%
golf	985	3.0%	2.9%
ice hockey	1007	3.0%	3.7%
NFL playoffs/Superbowl	460	1.4%	0.0%
Listen to radio:			
6:00 am - 10:00 am weekday	16190	48.6%	53.2%
10:00 am - 3:00 pm weekday	12584	37.8%	37.4%
3:00 pm - 7:00 pm weekday	13828	41.5%	46.1%
7:00 pm - midnight weekday	5044	15.1%	15.5%
midnight - 6:00 am weekday	1798	5.4%	5.3%
6:00 am - 10:00 am weekend	11109	33.3%	31.7%
10:00 am - 3:00 pm weekend	12895	38.7%	42.9%
3:00 pm - 7:00 pm weekend	10484	31.5%	33.2%
7:00 pm - midnight weekend	5262	15.8%	16.3%
midnight - 6:00 am weekend	1561	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.



Market Potential: Media Read

Wadena Trade Area

Total 2008 Adults: 33,321

Product/Consumer Behavior:	Expected Number of Adults	Expected Percent of Adults	Expected Percent in MN
Newspaper readership:			
Light newspaper reader	7779	23.3%	18.6%
Light-medium newspaper reader	5566	16.7%	19.5%
Medium newspaper reader	5814	17.4%	19.9%
Medium-heavy newspaper reader	7169	21.5%	20.6%
Heavy newspaper reader	6260	18.8%	20.4%
Read any daily newspaper	14290	42.9%	44.5%
Read one daily newspaper	11385	34.2%	36.0%
Read two or more daily newspapers	2898	8.7%	8.6%
Read any Sunday newspaper	16179	48.6%	54.0%
Newspaper content:			
Read newspaper: advertisements	5513	16.5%	21.7%
Read newspaper: business/finance section	6643	19.9%	26.4%
Read newspaper: circulars/inserts/fliers	4210	12.6%	16.8%
Read newspaper: classified section	11212	33.6%	27.8%
Read newspaper: comics	9298	27.9%	25.7%
Read newspaper: editorial page	8917	26.8%	25.0%
Read newspaper: entertainment/lifestyle section	7855	23.6%	29.6%
Read newspaper: fashion section	3342	10.0%	12.4%
Read newspaper: food/cooking section	7650	23.0%	24.5%
Read newspaper: main news/front page	19714	59.2%	60.6%
Read newspaper: health section	4356	13.1%	17.7%
Read newspaper: home/furnishings/gardening section	4926	14.8%	17.0%
Read newspaper: international/national news	5829	17.5%	17.8%
Read newspaper: local news section	19394	58.2%	57.3%
Read newspaper: movie listings/reviews section	5513	16.5%	21.7%
Read newspaper: science & technology section	4210	12.6%	16.8%
Read newspaper: sports section	11277	33.8%	36.2%
Read newspaper: travel section	4356	13.1%	17.7%
Read newspaper: TV listings section	5829	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

Wadena Trade Area

Total 2008 Adults: 33,321

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	7808	23.4%	17.9%
Light-medium magazine reader	7633	22.9%	20.6%
Medium magazine reader	6357	19.1%	20.5%
Medium-heavy magazine reader	5474	16.4%	20.2%
Heavy magazine reader	5308	15.9%	19.8%
Magazine format:			
Read airline magazines	832	2.5%	6.2%
Read automotive magazines	3961	11.9%	12.3%
Read baby magazines	1318	4.0%	4.1%
Read boating magazines	575	1.7%	2.2%
Read bridal magazines	1009	3.0%	4.2%
Read business/finance magazines	4000	12.0%	18.7%
Read computer magazines	782	2.3%	4.2%
Read Epicurean magazines	2204	6.6%	8.7%
Read fishing/hunting magazines	6422	19.3%	12.9%
Read general editorial magazines	13131	39.4%	42.1%
Read health magazines	4629	13.9%	15.3%
Read home service magazines	11853	35.6%	34.6%
Read motorcycle magazines	1145	3.4%	3.4%
Read music magazines	2312	6.9%	9.5%
Read news and entertainment weekly	10591	31.8%	41.3%
Read parenthood magazines	3396	10.2%	12.2%
Read science/technology magazines	1334	4.0%	6.3%
Read sports magazines	3740	11.2%	16.0%
Read travel magazines	1777	5.3%	8.8%
Read women's fashion magazines	1244	3.7%	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.

Retail Gap Analysis: Wadena 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	\$ 2,362	\$20,695,560	\$ 62,803,803	3.0	2	1.0
44112	Used car dealers **	\$ 133	\$ 412,318	\$ 3,539,723	8.6	17	-8.4
44121	Recreational vehicle dealers **	\$ 61	\$ 1,920,979	\$ 1,617,610	0.8	0	0.8
44122	Motorcycle, boat, & other motor vehicles**	\$ 185	\$ 1,124,219	\$ 4,923,917	4.4	9	-4.6
4413	Automotive parts, accessories, & tire stores	\$ 215	\$ 719,611	\$ 5,705,234	7.9	14	-6.1
4421	Furniture stores	\$ 191	\$ 1,575,841	\$ 5,065,884	3.2	3	0.2
4422	Home furnishings stores	\$ 170	\$ 703,967	\$ 4,526,107	6.4	13	-6.6
44311	Appliance, television, & other electronics stores	\$ 318	\$ 1,838,817	\$ 8,453,029	4.6	8	-3.4
44312	Computer & software stores	\$ 59	\$ 911,497	\$ 1,573,717	1.7	1	0.7
44313	Camera & photographic supplies stores	\$ 17	\$ 847,980	\$ 458,078	0.5	0	0.5
44411	Home centers	\$ 382	\$12,306,608	\$ 10,167,568	0.8	1	-0.2
44412	Paint & wallpaper stores	\$ 31	\$ 920,244	\$ 818,779	0.9	1	-0.1
44413	Hardware stores	\$ 103	\$ 926,679	\$ 2,728,715	2.9	16	-13.1
44419	Specialized building material dealers	\$ 441	\$ 1,946,442	\$ 11,731,079	6.0	26	-20.0
4442	Lawn & garden equipment & supplies stores	\$ 262	\$ 1,716,161	\$ 6,953,022	4.1	10	-5.9
Food, Health, and General Merchandise							
4451	Grocery stores	\$ 1,478	\$ 4,737,118	\$ 39,288,017	8.3	26	-17.7
4452	Specialty food stores**	\$ 36	\$ 198,621	\$ 953,034	4.8	5	-0.2
4453	Beer, wine, & liquor stores	\$ 199	\$ 962,215	\$ 5,284,516	5.5	12	-6.5
44611	Pharmacies & drug stores	\$ 448	\$ 3,484,878	\$ 11,922,690	3.4	11	-7.6
44612	Cosmetics, beauty supplies, perfume stores**	\$ 16	\$ 56,653	\$ 419,753	7.4	3	4.4
44613	Optical goods stores	\$ 27	\$ 430,814	\$ 718,711	1.7	0	1.7
44619	Other health care (vitamin, medical equip)**	\$ 37	\$ 198,416	\$ 979,371	4.9	8	-3.1
4471	Gasoline stations	\$ 1,100	\$ 1,997,714	\$ 29,243,233	14.6	26	-11.4
452	General merchandise stores	\$ 1,715	\$ 8,357,120	\$ 45,587,732	5.5	9	-3.5
Clothing							
44811	Men's clothing stores	\$ 19	\$ 632,764	\$ 509,377	0.8	1	-0.2
44812	Women's clothing stores	\$ 93	\$ 657,103	\$ 2,484,769	3.8	3	0.8
44813	Children's & infants' clothing stores	\$ 19	\$ 702,368	\$ 517,051	0.7	0	0.7
44814	Family clothing stores	\$ 196	\$ 1,849,804	\$ 5,221,641	2.8	0	2.8
44815	Clothing accessories stores**	\$ 7	\$ 126,439	\$ 191,514	1.5	0	1.5
44819	Specialized clothing stores (dress, etc)**	\$ 25	\$ 260,028	\$ 676,169	2.6	2	0.6
44821	Shoe stores	\$ 59	\$ 623,300	\$ 1,574,597	2.5	3	-0.5
4483	Jewelry, luggage, & leather goods stores	\$ 77	\$ 497,277	\$ 2,054,220	4.1	4	0.1
Leisure Goods							
45111	Sporting goods stores	\$ 156	\$ 707,177	\$ 4,153,498	5.9	14	-8.1
45112	Hobby, toy, & game stores**	\$ 47	\$ 379,238	\$ 1,257,304	3.3	3	0.3
45113	Sewing, needlework, & piece goods stores**	\$ 24	\$ 213,338	\$ 634,979	3.0	5	-2.0
45114	Musical instrument & supplies stores**	\$ 23	\$ 566,062	\$ 602,579	1.1	1	0.1
45121	Book Store	\$ 49	\$ 339,663	\$ 1,305,989	3.8	3	0.8
45122	Tape, compact disc, & record stores	\$ 17	\$ 493,748	\$ 447,153	0.9	0	0.9

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	\$ 935,766	4.7	10	-5.3
45321	Office supplies & stationery stores	\$ 56	\$ 1,175,906	\$ 1,488,417	1.3	3	-1.7
45322	Gift, novelty, & souvenir stores**	\$ 71	\$ 155,220	\$ 1,874,290	12.1	12	0.1
4533	Used merchandise stores	\$ 27	\$ 78,620	\$ 705,344	9.0	5	4.0
45391	Pet & pet supplies stores	\$ 32	\$ 492,062	\$ 839,131	1.7	1	0.7
45392	Art dealers**	\$ 7	\$ 87,347	\$ 188,276	2.2	2	0.2
45393	Manufactured (mobile) home dealers	\$ 35	\$ 1,660,335	\$ 932,086	0.6	3	-2.4
51213	Motion picture & video exhibition**	\$ 35	\$ 1,326,008	\$ 926,988	0.7	2	-1.3
54192	Photographic services	\$ 67	\$ 170,832	\$ 1,793,197	10.5	1	9.5
Rental							
5321	Automotive equipment rental & leasing	\$ 168	\$ 1,670,422	\$ 4,467,574	2.7	2	0.7
53222	Formal wear & costume rental**	\$ 4	\$ 419,936	\$ 102,305	0.2	1	-0.8
53223	Video tape & disc rental	\$ 26	\$ 356,665	\$ 695,124	1.9	5	-3.1
5323	General rental centers**	\$ 10	\$ 266,146	\$ 264,992	1.0	1	0.0
Amusement and Recreation							
7131	Amusement parks & arcades**	\$ 13	\$ 516,643	\$ 342,022	0.7	1	-0.3
7139	Other amusement (bowling, golf, fitness)	\$ 198	\$ 244,851	\$ 5,276,464	21.5	32	-10.5
Accommodation and Food Services							
7211	Traveler accommodation	\$ 414	\$ 1,085,592	\$ 11,015,805	10.1	35	-24.9
7212	RV parks & recreational camps**	\$ 16	\$ 114,079	\$ 418,691	3.7	4	-0.3
7221	Full-service restaurants	\$ 540	\$ 723,272	\$ 14,368,215	19.9	65	-45.1
7222	Limited-service eating places	\$ 439	\$ 555,217	\$ 11,673,669	21.0	7	14.0
7224	Drinking places (alcoholic beverages)	\$ 68	\$ 265,422	\$ 1,800,693	6.8	21	-14.2
Auto and Equipment Services							
8111	Automotive repair & maintenance	\$ 325	\$ 196,533	\$ 8,647,413	44.0	50	-6.0
81141	Home/garden equipment & appliance repair**	\$ 9	\$ 55,248	\$ 243,147	4.4	4	0.4
81142	Reupholstery & furniture repair**	\$ 5	\$ 36,147	\$ 142,814	4.0	3	1.0
81143	Footwear & leather goods repair**	\$ 1	\$ 40,398	\$ 19,041	0.5	1	-0.5
81149	Personal goods repair (watch, boat, garment) **	\$ 12	\$ 13,399	\$ 309,193	23.1	15	8.1
Personal Services							
812111	Barber shops**	\$ 1	\$ 2,960	\$ 19,142	6.5	5	1.5
812112	Beauty salons**	\$ 79	\$ 54,630	\$ 2,096,717	38.4	63	-24.6
812113	Nail salons**	\$ 5	\$ 32,890	\$ 133,774	4.1	1	3.1
81219	Other personal care services**	\$ 14	\$ 35,719	\$ 371,724	10.4	11	-0.6
81231	Coin-operated laundries & drycleaners**	\$ 6	\$ 78,079	\$ 161,683	2.1	1	1.1
81232	Drycleaning & laundry (except coin-operated)	\$ 19	\$ 234,005	\$ 518,031	2.2	0	2.2
81291	Pet care (except veterinary) services**	\$ 4	\$ 23,289	\$ 118,651	5.1	1	4.1
81292	Photofinishing**	\$ 19	\$ 249,849	\$ 496,207	2.0	1	1.0

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

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

Appendix I: Data and Methodology

Tapestry Segmentation Profile:

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

Segmentation Methodology:

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

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

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

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

Media, Travel and Leisure Market Potential:

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

Market Potential Methodology:

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

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

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

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

Retail Gap Analysis:

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

Demand Data and Methodology:

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

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

Supply Data and Methodology:

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