



## Northfield Market Area Profile, June, 2009

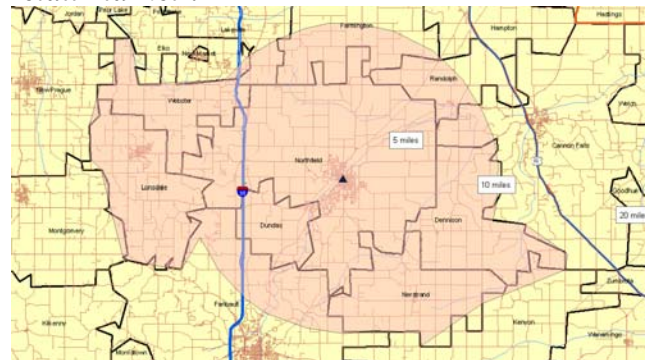
Results based on an analysis from multiple datasources, compiled using Business Analyst from ESRI ([www.esri.com](http://www.esri.com)).

See *Data and Methodology* for more details.

### *How large is the local retail market ?*

38,899 people living in 12,647 households.

The *local* market area for this analysis encompasses the area 10 miles around Northfield plus the additional zip codes of Webster and Lonsdale (see figure to right).



### *What do we know about households in the Northfield trade area?*

Median Household Income	\$71,077	Median Net Worth	\$181,855
Median Disposable Income	\$53,836	Median Age	32.9
Households with related children	39.4%	Households with persons 65+	19.0%

### *What do we know about housing in the Northfield trade area ?*

Total Housing Units (2008)	10,094	Renter Occupied Units	1,948 or 19.3% of total
Median Home Value	\$250,394		

### *What types of customers live in the Northfield trade area ?*

	<i>Green Living</i>	<i>Sophisticated Squires</i>	<i>Aspiring Young Families</i>
Number	4,214	2,720	1,534
Percent of Households	33%	22%	12%

### **Demographics**

	<i>Married couple families</i>	<i>Married Couple Families</i>	<i>Family Mix</i>
Household type			
Median Household Income	\$65,074	\$86,593	\$51,805
Median Home Value	\$197,519	\$268,921	\$161,871

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# Northfield Market Area Profile

## *Introduction:*

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

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

## *Report:*

Created: June, 2009 by Ryan Pesch and Bruce Schwartau, Extension Educators, University of Minnesota Extension

Funding provided by the Northfield Enterprise Center, Northfield Downtown Development Corporation, Northfield Area Chamber of Commerce, and Northfield EDA.

A special thank you to all business operators who helped develop recommendations.

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	<b>Northfield</b>	<b>Minnesota</b>
2008 Total Population	38,899	5,357,700
2013 Total Population	42,367	5,636,868
2008-2013 Annual Rate	2.00%	1.00%
2008 Households	12,647	2,099,737
2008 Average Household Size	2.68	2.48
2013 Households	13,987	2,218,134
2013 Average Household Size	2.68	2.48
2008-2013 Annual Rate	2.00%	1.00%

### Income:



#### Median Household Income

2000	\$55,165	\$47,143
2008	\$71,077	\$62,757
2013	\$77,666	\$73,083

#### Per Capita Income

2000	\$20,970	\$23,199
2008	\$28,589	\$31,884
2013	\$33,216	\$38,864

#### 2008 Household by Income

Household Income Base	12,647	2,099,736
<15,000	5.8%	7.8%
\$15,000 - \$24,999	5.7%	8.1%
\$25,000 - \$34,999	6.4%	8.8%
\$35,000 - \$49,999	11.7%	13.5%
\$50,000 - \$74,999	23.6%	22.1%
\$75,000 - \$99,999	21.5%	14.3%
\$100,000 - \$149,999	16.6%	16.6%
\$150,000 - \$199,999	5.6%	4.2%
\$200,000+	3.3%	4.5%

Average Household Income	\$82,689	\$80,432
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#### 2013 Household by Income

Household Income Base	13,988	2,218,133
<15,000	5.1%	6.3%
\$15,000 - \$24,999	5.2%	6.6%
\$25,000 - \$34,999	4.4%	6.3%
\$35,000 - \$49,999	8.6%	10.4%
\$50,000 - \$74,999	24.2%	22.0%
\$75,000 - \$99,999	17.3%	15.6%
\$100,000 - \$149,999	23.9%	21.2%
\$150,000 - \$199,999	6.5%	5.5%
\$200,000+	5.0%	6.0%

Average Household Income	\$95,258	\$97,774
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#### 2008 Households by Disposable Income

Total Households	12,647	2,099,736
<\$15,000	7.2%	9.8%
\$15,000 - \$34,999	7.6%	10.7%
\$35,000 - \$49,999	17.7%	17.7%
\$50,000 - \$74,999	31.3%	23.9%
\$75,000 - \$99,999	12.2%	11.7%
\$100,000 - \$149,999	10.9%	9.5%
\$150,000 - \$199,000	1.5%	2.1%
\$200,000 +	1.8%	2.4%
Average Disposable Income	\$65,335	\$63,250

Median Disposable Income	\$53,836	\$49,570
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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Forecasts for 2008 and 2013 from ESRI ([www.esri.com](http://www.esri.com)).

### 2008 Households by Net Worth

	<i>Northfield</i>	<i>Minnesota</i>
Total Households	12,647	2,099,736
<\$15,000	12.6%	19.9%
\$15,000 - \$34,999	5.8%	7.6%
\$35,000 - \$49,999	4.0%	4.7%
\$50,000 - \$74,999	5.5%	6.3%
\$75,000 - \$99,999	5.1%	5.0%
\$100,000 - \$149,999	10.9%	9.9%
\$150,000 - \$249,999	14.5%	12.3%
\$250,000 - \$499,999	20.1%	16.0%
\$500,000-\$999,999	13.9%	10.8%
\$1,000,000+	7.53%	7.54%
2008 Average Net Worth	\$535,488	\$493,460
2008 Median Net Worth	\$181,855	\$129,686

## Housing:



### 2008 Housing Units

Owner Occupied Housing Units	76.2%	67.0%
Renter Occupied Housing Units	19.3%	23.2%
Vacant Housing Units	4.8%	9.7%

### 2013 Housing Units

Owner Occupied Housing Units	75.1%	66.0%
Renter Occupied Housing Units	20.0%	23.5%
Vacant Housing Units	5.2%	10.5%

### Median Home Value

2000	\$154,532	\$118,064
2008	\$250,394	\$187,003
2013	\$261,013	\$196,336

### 2008 Owner Occupied HUs by Value

Total Housing Units	10,094	1,559,119
<50,000	2.5%	5.6%
\$50,000 - \$99,999	2.2%	10.6%
\$100,000 - \$149,999	7.5%	18.8%
\$150,000 - \$199,999	19.1%	20.7%
\$200,000 - \$299,999	34.2%	26.5%
\$300,000 - \$499,999	26.5%	13.1%
\$500,000 - \$999,999	6.6%	3.9%
\$1,000,000 +	1.3%	0.9%
Average Home Value	\$289,022	\$219,229
Median Home Value	\$250,394	\$187,003

### 2000 Housing Units by Units in Structure

Total Housing Units	10,652	2,065,946
1, Detached	75.1%	67.8%
1, Attached	4.9%	5.2%
2	2.0%	3.0%
3 or 4	1.6%	2.3%
5 to 9	2.4%	2.4%
10 to 19	5.5%	3.8%
20 +	4.6%	10.7%
Mobile Home	3.8%	4.5%
Other	0.0%	0.0%

### 2000 Housing Units by Year Structure

	<b>Northfield</b>	<b>Minnesota</b>
Total Housing Units	10,653	2,065,946
1999 to March 2000	3.8%	2.3%
1995 to 1998	9.0%	6.6%
1990 to 1994	9.0%	7.0%
1980 to 1989	15.0%	14.0%
1970 to 1979	20.9%	18.2%
1969 or Earlier	42.8%	51.2%
Median Year Structure Built	1973	1969

### Population Demographics:



#### Median Age

	<b>Northfield</b>	<b>Minnesota</b>
2000	30.6	35.4
2008	32.9	36.9
2013	34.0	37.6

#### 2008 Population by Age

	<b>Northfield</b>	<b>Minnesota</b>
Total Population	38,899	5,357,700
0 - 4	5.8%	6.8%
5 - 9	6.0%	6.5%
10 - 14	6.5%	6.7%
15 - 24	23.7%	14.1%
25 - 34	10.0%	13.1%
35 - 44	12.7%	14.4%
45 - 54	14.8%	15.2%
55 - 64	10.3%	10.9%
65 - 74	5.1%	6.0%
75 - 84	3.4%	4.1%
85 +	1.6%	2.1%
18 +	77.3%	75.8%

#### 2008 Population by Race/Ethnicity

	<b>Northfield</b>	<b>Minnesota</b>
Total Population	38,899	5,357,700
White Alone	94.0%	87.2%
Black Alone	0.7%	4.2%
American Indian Alone	0.3%	1.1%
Asian or Pacific Islander Alone	1.9%	3.8%
Some Other Race Alone	1.4%	1.8%
Two or More Races	1.6%	2.0%
Hispanic Origin	4.6%	3.9%
Diversity Index	19.4	29.4

#### 2008 Population 25+ by Educational Attainment

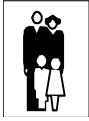
	<b>Northfield</b>	<b>Minnesota</b>
Total Population	22,531	3,526,447
Less Than 9th Grade	3.5%	3.8%
9th to 12th Grade, No Diploma	5.4%	5.8%
High School Graduate	29.3%	28.8%
Some College, No Degree	20.5%	22.6%
Associate Degree	7.9%	9.0%
Bachelor's Degree	20.1%	20.6%
Master's/Prof/Doctorate Degree	13.4%	9.4%

#### 2008 Population 15+ by Marital Status

	<b>Northfield</b>	<b>Minnesota</b>
Total Population	31,768	4,284,069
Never Married	32.2%	28.7%
Married, Not Separated	57.2%	56.9%
Married, Separated	10.5%	14.4%
Widowed	3.8%	5.2%
Divorced	6.7%	9.2%

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

### Household Demographics:



#### 2000 Households by Type

	<i>Northfield</i>	<i>Minnesota</i>
Total	10,212	1,895,127
Family Households	73.5%	66.2%
Married-couple Family	63.2%	53.7%
With Related Children	32.2%	25.8%
Other Family (No Spouse)	10.4%	12.5%
With Related Children	7.2%	8.5%
Nonfamily Households	26.5%	33.8%
Householder Living Alone	20.8%	26.9%
Householder Not Living Alone	5.7%	6.9%

#### 2000 Households by Size

	<i>Northfield</i>	<i>Minnesota</i>
Total	10,212	1,895,127
1 Person Household	20.8%	26.9%
2 Person Household	33.7%	33.9%
3 Person Household	15.6%	15.0%
4 Person Household	17.7%	14.4%
5 Person Household	8.5%	6.5%
6 Person Household	2.5%	2.1%
7 + Person Household	1.3%	1.2%
Households with Related Children	39.4%	34.3%
Households with Persons 65+	19.0%	21.3%

#### 2000 Households by Year Householder Moved In

	<i>Northfield</i>	<i>Minnesota</i>
Total	10,212	1,895,127
Moved in 1999 to March 2000	17.2%	17.6%
Moved in 1995 to 1998	27.7%	28.4%
Moved in 1990 to 1994	17.0%	17.4%
Moved in 1980 to 1989	17.4%	16.6%
Moved in 1970 to 1979	11.0%	10.0%
Moved in 1969 or Earlier	9.7%	10.0%
Median Year Householder Moved In	1994	1994

#### 2000 Households by Vehicles Available

	<i>Northfield</i>	<i>Minnesota</i>
Total	10,213	1,895,127
None	4.5%	7.7%
1	26.3%	31.2%
2	42.6%	42.2%
3	18.4%	13.7%
4	5.5%	3.8%
5+	2.7%	1.5%
Average Number of Vehicles Available	2.0	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](http://www.esri.com)).

### Employment:



#### 2008 Employed Population 16+ by Industry

	<i>Northfield</i>	<i>Minnesota</i>
Total	19,799	2,752,132
Agriculture/Mining	2.6%	1.9%
Construction	7.4%	6.4%
Manufacturing	12.4%	13.4%
Wholesale Trade	3.1%	3.5%
Retail Trade	8.1%	11.1%
Transportation/Utilities	5.1%	4.8%
Information	1.7%	2.1%
Finance/Insurance/Real Estate	4.3%	8.0%
Services	53.1%	45.8%
Public Administration	2.2%	3.0%

#### 2008 Employed Population 16+ by Occupation

		<i>Minnesota</i>
Total	19,801	2,752,132
White Collar	60.0%	62.5%
Management/Business/Financial	13.3%	15.5%
Professional	23.2%	22.4%
Sales	8.1%	11.3%
Administrative Support	15.3%	13.3%
Services	15.8%	15.8%
Blue Collar	24.2%	21.7%
Farming/Forestry/Fishing	0.8%	0.5%
Construction/Extraction	6.1%	5.0%
Installation/Maintenance/Repair	3.9%	3.5%
Production	7.1%	7.2%
Transportation/Material Moving	6.3%	5.6%

#### 2000 Workers 16+ by Means of Transportation to Work

		<i>Minnesota</i>
Total	17,401	2,541,611
Drove Alone - Car, Truck, or Van	66.7%	77.6%
Carpooled - Car, Truck, or Van	10.7%	10.4%
Public Transportation	0.6%	3.2%
Walked	14.2%	3.3%
Other Means	1.2%	0.9%
Worked at Home	6.6%	4.6%

#### 2000 Workers 16+ by Travel Time to Work

		<i>Minnesota</i>
Total	17,401	2,541,611
Did not Work at Home	93.4%	95.4%
Less than 5 minutes	7.8%	4.4%
5 to 9 minutes	22.9%	13.3%
10 to 19 minutes	23.0%	31.0%
20 to 24 minutes	8.5%	14.4%
25 to 34 minutes	11.6%	17.3%
35 to 44 minutes	6.5%	5.4%
45 to 59 minutes	7.9%	5.3%
60 to 89 minutes	4.0%	2.7%
90 or more minutes	1.1%	1.5%
Worked at Home	6.6%	4.6%
Average Travel Time to Work (in min)	20.9	21.9



# Lifestyle Profile Summary

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

Top Segments:	Number of Households	Percent	Index
17 Green Acres	4,214	33.3%	1,064
06 Sophisticated Squires	2,720	21.5%	796
28 Aspiring Young Families	1,534	12.1%	516
22 Metropolitans	990	7.8%	658

## 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.

## 06 Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$268,921. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

## 28 Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.6 years. Nearly half of the households are owner-occupied, single family dwellings or townhomes, and over half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Typically, vacations would include visits to theme parks. Internet usage mainly involves chat room visits.

## 22 Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families comprise 40 percent of the households. The median age is 37.7 years. Over half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$215,587. The median household income is \$62,812. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, using Rollerblades, and hiking/backpacking.

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
<b>Total</b>	12,648	100.0%	
<b>L1. High Society</b>	3,543	28.0%	223
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	2,720	21.5%	796
07 Exurbanites	823	6.5%	265
<b>L2. Upscale Avenues</b>	5,067	40.1%	290
09 Urban Chic	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0
11 Pacific Heights	0	0.0%	0
13 In Style	853	6.7%	272
16 Enterprising Professionals	0	0.0%	0
17 Green Acres	4,214	33.3%	1,064
18 Cozy and Comfortable	0	0.0%	0
<b>L3. Metropolis</b>	990	7.8%	147
20 City Lights	0	0.0%	0
22 Metropolitans	990	7.8%	658
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
<b>L4. Solo Acts</b>	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
<b>L5. Senior Styles</b>	0	0.0%	0
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	0	0.0%	0
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
<b>Total</b>	12,648	100.0%	
<b>L6. Scholars &amp; Patriots</b>	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
<b>L7. High Hopes</b>	1,876	14.8%	360
28 Aspiring Young Families	1,534	12.1%	516
48 Great Expectations	342	2.7%	153
<b>L8. Global Roots</b>	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
<b>L9. Family Portrait</b>	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
<b>L10. Traditional Living</b>	824	6.5%	74
24 Main Street, USA	792	6.3%	239
32 Rustbelt Traditions	32	0.3%	9
33 Midlife Junction	0	0.0%	0
34 Family Foundations	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	14	0.1%	1
25 Salt of the Earth	0	0.0%	0
37 Prairie Living	14	0.1%	11
42 Southern Satellites	0	0.0%	0
53 Home Town	0	0.0%	0
56 Rural Bypasses	0	0.0%	0
<b>L12. American Quilt</b>	334	2.6%	29
26 Midland Crowd	4	0.0%	1
31 Rural Resort Dwellers	0	0.0%	0
41 Crossroads	330	2.6%	175
46 Rooted Rural	0	0.0%	0
66 Unclassified	0	0.0%	0

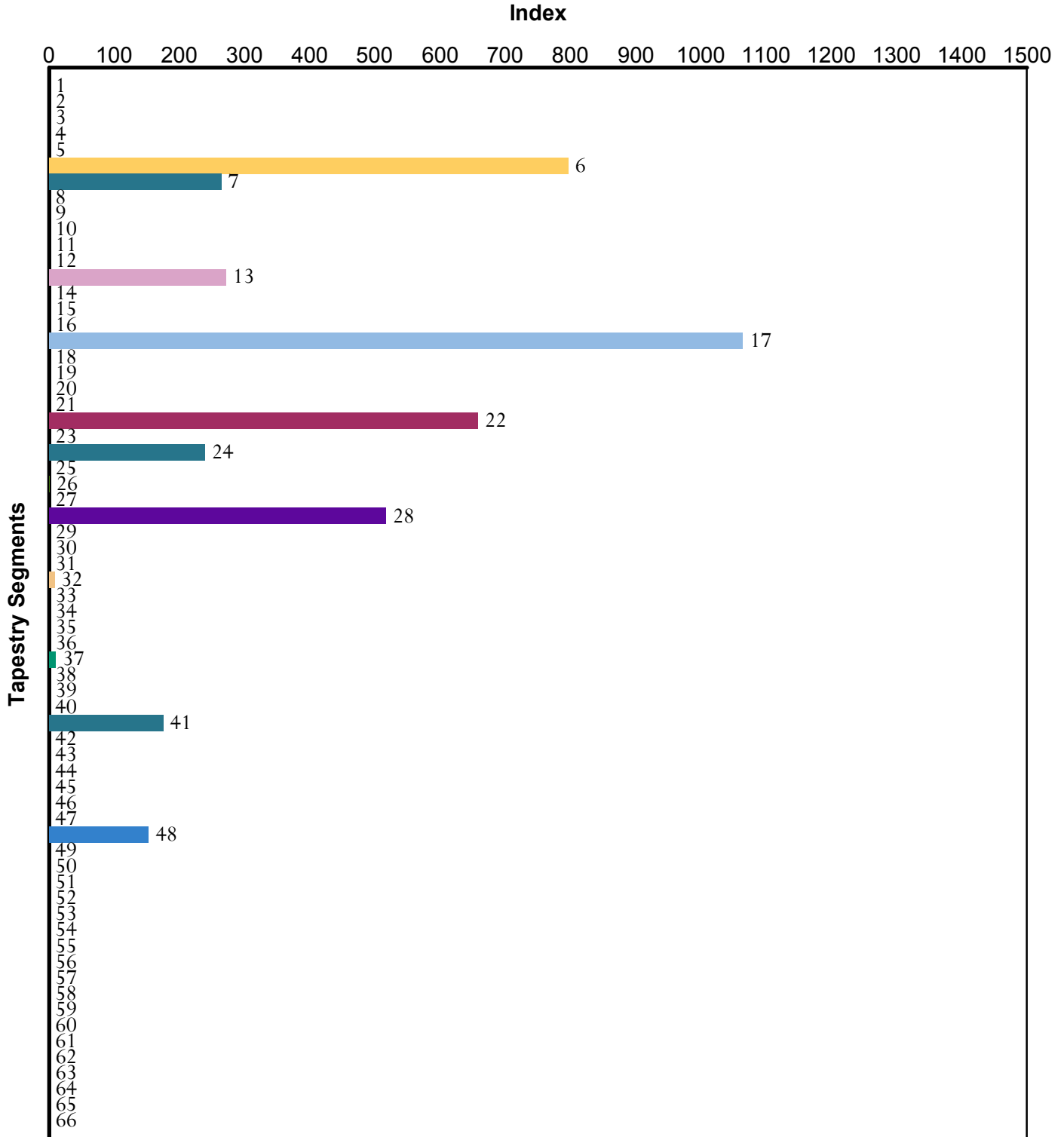
**Source:** ESRI, 2008 Estimates and Projections

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## 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.

# Market Potential Summary

Based on the mix of customer demographics and lifestyles, we have knowledge of their media, leisure, and travel habits from national marketing data. Below are some highlights of this information, although full information on media, leisure, and travel habits is compiled in Appendices 2-4.

## Media: How to reach your customers

### A. Magazine Readership

<i>Product/consumer behavior:</i>	<i>Expected # of Housholds</i>	<i>Expected % of Households</i>	<i>MPI</i>
Light magazine reader	2086	16%	81
Light-medium magazine reader	2710	21%	107
Medium magazine reader	2805	22%	112
Medium-heavy magazine reader	2651	21%	105
Heavy magazine reader	2398	19%	96
Read business/finance magazines	2432	19%	111
Read Epicurean magazines	711	6%	110
Read motorcycle magazines	553	4%	119

### B. Newspaper Readership

Light newspaper reader	2113	17%	81
Light-medium newspaper reader	2759	22%	108
Medium newspaper reader	2407	19%	95
Medium-heavy newspaper reader	2799	22%	113
Heavy newspaper reader	2572	20%	104
Read any daily newspaper	6397	51%	105
Read any Sunday newspaper	8133	64%	110
Read newspaper: business/finance section	4400	35%	117
Read newspaper: home/furnishings/gardening section	3091	24%	119
Read newspaper: travel section	2925	23%	121

### C. Radio Listenership

Light radio listener	2184	17%	86
Light-medium radio listener	2688	21%	107
Medium radio listener	2715	21%	108
Medium-heavy radio listener	2592	20%	102
Heavy radio listener	2470	20%	98
Radio format listen to: news/talk	2080	16%	143
Radio format listen to: rock	1756	14%	123
Radio format listen to: soft adult contemporary	1035	8%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

**Travel:** *What travel products do your customers use?*

<i>Product/consumer behavior:</i>	<i>Expected # of Households</i>	<i>Expected % of Households</i>	<i>MPI</i>
Stayed 1+ nights at hotel/motel in last 12 months	6686	53%	121
Hotel/motel stayed in/12 mo: Holiday Inn Express	596	5%	134
Hotel/motel stayed in/12 mo: Courtyard	440	3%	139
Hotel/motel stayed in/12 mo: Embassy Suites	418	3%	130
Hotel/motel stayed in/12 mo: Fairfield Inn	391	3%	133
Domestic travel in last 12 months	8154	64%	118
Domestic travel for business in last 12 months	1371	11%	128
Went backpacking/hiking on domestic vacation/12 mo	510	4%	130
Went to beach on domestic vacation in last 12 mo	1893	15%	132
Played golf on domestic vacation in last 12 months	401	3%	121
Visited National Park on domestic vacation/12 mo	947	7%	122
Foreign travel in last 3 years	3419	27%	113

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

Played musical instrument in last 12 months	1155	9%	120
Did photography in last 12 months	1905	15%	122
Did woodworking in last 12 months	929	7%	129
Attended adult education course in last 12 months	1004	8%	119
Dined out in last 12 months	7302	58%	116
Dine out < once a month	634	5%	109
Dine out once a month	879	7%	112
Dine out 2-3 times a month	1647	13%	110
Dine out once a week	1860	15%	125
Dine out 2+ times per week	1490	12%	111
Went to museum in last 12 months	2155	17%	123
Went to zoo in last 12 months	1844	15%	122
Did birdwatching in last 12 months	773	6%	127
Played board game in last 12 months	2623	21%	123
Participated in ice skating	455	4%	125
Play golf once a month	255	2%	135
Play golf 2-3 times a month	261	2%	127
Participated in horseback riding	552	4%	138
Participated in motorcycling	479	4%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of US households. Please see Appendix 1 for more detail on data and methodology. .

# Recommendations: Business Opportunities

*Introduction:*

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

1. Sporting Goods Store
2. Deli/Butcher Shop
3. Family Entertainment Establishment
4. Business Hotel
  - a. With Convention Center
5. Movie Theater
6. Specialty Dining
  - a. BBQ, ethnic
7. Music Store
8. Office Supply

Results of the Market Area Profile were presented on June 3, 2009 at workshop in Northfield. Attendees (n=14) choose their top three store formats from the preliminary recommendations using anonymous voting based on greatest community need and ability to succeed in the local market. The voting prioritized those store formats to identify those of greatest need in the community:

- Movie Theater
- Specialty dining
- Family Entertainment

<b>Please rank your top three in your order of what you think would succeed in Northfield</b>	<b>Responses</b>		<b>Percent which chose as #1 pick</b>
Sporting Goods Store	4	10.26%	7%
Deli/Butcher Shop	4	10.26%	14%
Family Entertainment Enterprise	6	15.38%	14%
Business Hotel w/convention center	4	10.26%	21%
Movie Theater	8	20.51%	36%
Specialty dining (BBQ)	9	23.08%	7%
Music Store	2	5.13%	0%
Office Supply	2	5.13%	0%
<b>Totals</b>	<b>39</b>	<b>100%</b>	<b>100%</b>

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

## Retail Gap Analysis: Northfield

This report estimates the potential number of businesses across 73 store categories based on the spending of the area residents (demand) compared to the number of stores in the trade area (supply). Those categories where demand is greater than supply are opportunities for businesses development. Demand estimates are calculated from US Economic Census data and supply listings are from InfoUSA, which compiles a national database of businesses (see Appendix 1 for more details).

NAICS	Name	MN Sales Per Capita	Average Sales per MN Store	Potential Sales in Trade Area	No. of Stores (Demand)	No. of Stores (Supply)*	Potential Stores (Demand - Supply)
<b>Vehicle, Furniture, and Building Materials</b>							
44111	New car dealers	\$ 2,596	\$23,849,936	\$100,994,234	4.2	2	2.2
44112	Used car dealers **	\$ 185	\$ 660,285	\$ 7,187,682	10.9	2	8.9
44121	Recreational vehicle dealers **	\$ 68	\$ 2,031,511	\$ 2,657,340	1.3	0	1.3
44122	Motorcycle, boat, & other motor vehicles**	\$ 211	\$ 1,425,017	\$ 8,224,807	5.8	6	-0.2
4413	Automotive parts, accessories, & tire stores	\$ 243	\$ 827,757	\$ 9,451,185	11.4	8	3.4
4421	Furniture stores	\$ 213	\$ 1,749,541	\$ 8,287,755	4.7	2	2.7
4422	Home furnishings stores	\$ 191	\$ 861,742	\$ 7,438,321	8.6	7	1.6
44311	Appliance, television, & other electronics stores	\$ 353	\$ 2,165,660	\$ 13,715,948	6.3	3	3.3
44312	Computer & software stores	\$ 67	\$ 1,042,462	\$ 2,588,535	2.5	4	-1.5
44313	Camera & photographic supplies stores	\$ 19	\$ 1,025,277	\$ 742,544	0.7	0	0.7
44411	Home centers	\$ 421	\$14,860,573	\$ 16,363,513	1.1	1	0.1
44412	Paint & wallpaper stores	\$ 34	\$ 1,087,977	\$ 1,326,656	1.2	1	0.2
44413	Hardware stores	\$ 114	\$ 1,078,077	\$ 4,437,719	4.1	2	2.1
44419	Specialized building material dealers	\$ 489	\$ 2,218,778	\$ 19,037,099	8.6	8	0.6
4442	Lawn & garden equipment & supplies stores	\$ 289	\$ 2,004,603	\$ 11,244,103	5.6	6	-0.4
<b>Food, Health, and General Merchandise</b>							
4451	Grocery stores	\$ 1,633	\$ 5,470,174	\$ 63,508,528	11.6	11	0.6
4452	Specialty food stores**	\$ 44	\$ 250,253	\$ 1,727,353	6.9	9	-2.1
4453	Beer, wine, & liquor stores	\$ 224	\$ 1,097,532	\$ 8,719,278	7.9	4	3.9
44611	Pharmacies & drug stores	\$ 493	\$ 4,007,090	\$ 19,189,288	4.8	5	-0.2
44612	Cosmetics, beauty supplies, perfume stores**	\$ 19	\$ 77,361	\$ 750,654	9.7	0	9.7
44613	Optical goods stores	\$ 31	\$ 505,027	\$ 1,186,852	2.4	1	1.4
44619	Other health care (vitamin, medical equip)**	\$ 43	\$ 230,709	\$ 1,674,290	7.3	3	4.3
4471	Gasoline stations	\$ 1,213	\$ 2,328,291	\$ 47,180,162	20.3	10	10.3
452	General merchandise stores	\$ 1,888	\$ 9,367,753	\$ 73,452,324	7.8	4	3.8
<b>Clothing</b>							
44811	Men's clothing stores	\$ 22	\$ 710,286	\$ 839,862	1.2	0	1.2
44812	Women's clothing stores	\$ 104	\$ 781,287	\$ 4,030,145	5.2	2	3.2
44813	Children's & infants' clothing stores	\$ 22	\$ 802,958	\$ 842,628	1.0	1	0.0
44814	Family clothing stores	\$ 217	\$ 2,141,328	\$ 8,434,614	3.9	3	0.9
44815	Clothing accessories stores**	\$ 9	\$ 166,937	\$ 362,706	2.2	1	1.2
44819	Specialized clothing stores (dress, etc)**	\$ 30	\$ 314,183	\$ 1,172,544	3.7	0	3.7
44821	Shoe stores	\$ 66	\$ 736,215	\$ 2,557,157	3.5	0	3.5
44831	Jewelry stores	\$ 84	\$ 562,839	\$ 3,252,713	5.8	1	4.8
44832	Luggage & leather goods stores	\$ 4	\$ 449,951	\$ 139,659	0.3	1	-0.7
<b>Leisure Goods</b>							
45111	Sporting goods stores	\$ 177	\$ 880,427	\$ 6,890,395	7.8	3	4.8
45112	Hobby, toy, & game stores**	\$ 55	\$ 527,447	\$ 2,128,268	4.0	2	2.0
45113	Sewing, needlework, & piece goods stores**	\$ 28	\$ 253,456	\$ 1,084,516	4.3	1	3.3
45114	Musical instrument & supplies stores**	\$ 26	\$ 603,096	\$ 1,002,822	1.7	4	-2.3
45121	Traveler accommodation	\$ 56	\$ 414,203	\$ 2,170,275	5.2	3	2.2
45122	Tape, compact disc, & record stores	\$ 19	\$ 560,296	\$ 741,183	1.3	1	0.3

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)
<b>Miscellaneous Retail</b>							
4531	Florists	\$ 41	\$ 253,814	\$ 1,609,379	6.3	5	1.3
45321	Office supplies & stationery stores	\$ 62	\$ 1,413,141	\$ 2,422,860	1.7	1	0.7
45322	Gift, novelty, & souvenir stores**	\$ 84	\$ 218,920	\$ 3,253,517	14.9	12	2.9
4533	Used merchandise stores	\$ 36	\$ 120,809	\$ 1,401,699	11.6	9	2.6
45391	Pet & pet supplies stores	\$ 36	\$ 629,999	\$ 1,396,741	2.2	2	0.2
45392	Art dealers**	\$ 11	\$ 134,523	\$ 434,444	3.2	0	3.2
45393	Manufactured (mobile) home dealers	\$ 39	\$ 2,113,960	\$ 1,515,386	0.7	0	0.7
51213	Motion picture & video exhibition**	\$ 41	\$ 508,869	\$ 1,609,550	3.2	1	2.2
54192	Photographic services	\$ 75	\$ 721,509	\$ 2,927,312	4.1	7	-2.9
<b>Rental</b>							
5321	Automotive equipment rental & leasing	\$ 185	\$ 5,065,240	\$ 7,187,138	1.4	1	0.4
53222	Formal wear & costume rental**	\$ 4	\$ 271,278	\$ 174,417	0.6	1	-0.4
53223	Video tape & disc rental	\$ 31	\$ 415,012	\$ 1,189,999	2.9	2	0.9
5323	General rental centers**	\$ 20	\$ 49,757	\$ 795,739	16.0	1	15.0
<b>Amusement and Recreation</b>							
7131	Amusement parks & arcades**	\$ 27	\$ 51,030	\$ 1,033,301	20.2	0	20.2
7139	Other amusement (bowling, golf, fitness)	\$ 230	\$ 508,628	\$ 8,942,297	17.6	16	1.6
<b>Accommodation and Food Services</b>							
7211	Traveler accommodation	\$ 460	\$ 1,673,589	\$ 17,884,300	10.7	8	2.7
7212	RV parks & recreational camps**	\$ 25	\$ 218,442	\$ 962,137	4.4	2	2.4
7221	Full-service restaurants	\$ 597	\$ 829,891	\$ 23,231,948	28.0	36	-8.0
7222	Limited-service eating places	\$ 491	\$ 499,216	\$ 19,084,713	38.2	6	32.2
7224	Drinking places (alcoholic beverages)	\$ 78	\$ 321,765	\$ 3,027,062	9.4	6	3.4
<b>Auto and Equipment Services</b>							
81111	Automotive mechanical & electrical repair**	\$ 203	\$ 242,487	\$ 7,902,807	32.6	16	16.6
81112	Automotive body, paint, interior, & glass**	\$ 153	\$ 308,050	\$ 5,957,714	19.3	8	11.3
81119	Other automotive repair & maintenance**	\$ 47	\$ 189,052	\$ 1,841,418	9.7	0	9.7
81141	Home/garden equipment & appliance repair**	\$ 14	\$ 90,125	\$ 539,490	6.0	5	1.0
81142	Reupholstery & furniture repair**	\$ 8	\$ 66,137	\$ 325,517	4.9	4	0.9
81143	Footwear & leather goods repair**	\$ 1	\$ 65,556	\$ 43,118	0.7	1	-0.3
81149	Personal goods repair (watch, boat, garment) **	\$ 32	\$ 36,396	\$ 1,247,760	34.3	5	29.3
<b>Personal Services</b>							
812111	Barber shops**	\$ 6	\$ 27,235	\$ 252,197	9.3	2	7.3
812112	Beauty salons**	\$ 118	\$ 74,988	\$ 4,590,791	61.2	26	35.2
812113	Nail salons**	\$ 9	\$ 43,930	\$ 353,547	8.0	3	5.0
81219	Other personal care services**	\$ 22	\$ 51,882	\$ 869,198	16.8	6	10.8
81231	Coin-operated laundries & drycleaners**	\$ 8	\$ 122,184	\$ 327,775	2.7	1	1.7
81232	Drycleaning & laundry (except coin-operated)	\$ 23	\$ 297,567	\$ 903,818	3.0	1	2.0
81291	Pet care (except veterinary) services**	\$ 9	\$ 40,375	\$ 352,986	8.7	6	2.7
81292	Photofinishing**	\$ 22	\$ 291,245	\$ 841,569	2.9	1	1.9

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

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

## Appendix I: Data and Methodology

### **Tapestry Segmentation Profile:**

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

### *Segmentation Methodology:*

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

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

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

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

### **Media, Travel and Leisure Market Potential:**

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

### *Market Potential Methodology:*

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

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

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

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

### **Retail Gap Analysis:**

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

#### *Demand Data and Methodology:*

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

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

#### *Supply Data and Methodology:*

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



# Market Potential: Media

## Northfield

Total 2008 Households: 12,648

Product/Consumer Behavior	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Light viewer of daytime TV	1250	10%	99
Medium viewer of daytime TV	1016	8%	80
Heavy viewer of daytime TV	936	7%	73
Light viewer of primetime TV	2813	22%	111
Light-medium viewer of primetime TV	2603	21%	103
Medium viewer of primetime TV	2590	20%	102
HH watched 15+ hours of cable TV last week	6975	55%	101
Watched 1-9 hours of cable TV last week	9877	78%	105
Watched 10-20 hours of cable TV last week	2259	18%	91
Watched 21+ hours of cable TV last week	433	3%	76
Watched last week: A&E Television Network	2918	23%	111
Watched last week: ABC Family Channel	2454	19%	98
HH has cable TV available in neighborhood	11413	90%	99
HH subscribes to cable TV	8026	63%	100
HH subscribes to digital cable TV	1801	14%	111
HH has pay TV	3913	31%	103
HH has satellite dish	2403	19%	119
HH watched cable TV last week	9797	77%	104
Medium-heavy viewer of primetime TV	2424	19%	96
Heavy viewer of primetime TV	2221	18%	88
Light magazine reader	2086	16%	81
Light-medium magazine reader	2710	21%	107
Medium magazine reader	2805	22%	112
Medium-heavy magazine reader	2651	21%	105
Heavy magazine reader	2398	19%	96
Read airline magazines	787	6%	115
Read automotive magazines	1737	14%	101
Read baby magazines	599	5%	88
Read boating magazines	365	3%	99
Read bridal magazines	502	4%	88
Read business/finance magazines	2432	19%	111
Read computer magazines	899	7%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Read Epicurean magazines	711	6%	110
Read fishing/hunting magazines	1787	14%	108
Read gardening magazines	619	5%	103
Read general editorial magazines	6218	49%	102
Read health magazines	1664	13%	103
Read home service magazines	4753	38%	108
Read motorcycle magazines	553	4%	119
Read music magazines	1300	10%	83
Read news - weekly magazines	5452	43%	101
Read parenthood magazines	1744	14%	95
Read science/technology magazines	926	7%	108
Read sports magazines	2086	16%	108
Read travel magazines	1263	10%	109
Read women's fashion magazines	650	5%	81
Light newspaper reader	2113	17%	81
Light-medium newspaper reader	2759	22%	108
Medium newspaper reader	2407	19%	95
Medium-heavy newspaper reader	2799	22%	113
Heavy newspaper reader	2572	20%	104
Read any daily newspaper	6397	51%	105
Read one daily newspaper	5186	41%	107
Read two or more daily newspapers	1211	10%	96
Read any Sunday newspaper	8133	64%	110
Read one Sunday newspaper	6968	55%	110
Read two or more Sunday newspapers	1166	9%	109
Read newspaper: business/finance section	4400	35%	117
Read newspaper: classified section	4519	36%	102
Read newspaper: comics section	4042	32%	108
Read newspaper: editorial page section	4476	35%	113
Read newspaper: fashion section	1887	15%	102
Read newspaper: food/cooking section	3467	27%	107
Read newspaper: general news section	7954	63%	107
Read newspaper: home/furnishings/gardening section	3091	24%	119
Read newspaper: movie listings/reviews section	3689	29%	112
Read newspaper: science & technology section	2584	20%	118
Read newspaper: sports section	4752	38%	110
Read newspaper: travel section	2925	23%	121
Read newspaper: TV/radio listings section	3305	26%	107
Light radio listener	2184	17%	86
Light-medium radio listener	2688	21%	107
Medium radio listener	2715	21%	108
Medium-heavy radio listener	2592	20%	102
Heavy radio listener	2470	20%	98
Radio format listen to: adult contemporary	2526	20%	111
Radio format listen to: all news	598	5%	84

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Radio format listen to: all talk	472	4%	93
Radio format listen to: alternative	1481	12%	121
Radio format listen to: classic hits	692	5%	122
Radio format listen to: classic rock	1577	12%	116
Radio format listen to: classical	594	5%	119
Radio format listen to: contemporary hit radio	2321	18%	97
Radio format listen to: country	2782	22%	104
Radio format listen to: Hispanic	311	2%	43
Radio format listen to: jazz	577	5%	101
Radio format listen to: news/talk	2080	16%	143
Radio format listen to: oldies	1684	13%	116
Radio format listen to: public	393	3%	105
Radio format listen to: religious	753	6%	111
Radio format listen to: rock	1756	14%	123
Radio format listen to: soft adult contemporary	1035	8%	124
Radio format listen to: sports	625	5%	115
Radio format listen to: urban	1216	10%	77
Radio format listen to: variety/other	1119	9%	104
Radio listening: auto racing (NASCAR)	803	6%	104
Radio listening: baseball playoffs/World Series	1273	10%	114
Radio listening: baseball (regular season)	1554	12%	122
Radio listening: basketball (college)	821	6%	113
Radio listening: basketball (pro)	758	6%	102
Radio listening: football (college)	1283	10%	117
Radio listening: football-Monday night (pro)	810	6%	101
Radio listening: football-weekend (pro)	1331	11%	113
Radio listening: golf	302	2%	90
Radio listening: ice hockey	559	4%	126
Radio listening: NFL playoffs/Superbowl	827	7%	104
Listen to Radio: 6:00 am - 10:00 am weekday	7488	59%	110
Listen to Radio: 10:00 am - 3:00 pm weekday	5051	40%	104
Listen to Radio: 3:00 pm - 7:00 pm weekday	6193	49%	109
Listen to Radio: 7:00 pm - midnight weekday	2037	16%	101
Listen to Radio: midnight - 6:00 am weekday	620	5%	92
Listen to Radio: 6:00 am - 10:00 am weekend	4113	33%	102
Listen to Radio: 10:00 am - 3:00 pm weekend	5575	44%	104
Listen to Radio: 3:00 pm - 7:00 pm weekend	4206	33%	100
Listen to Radio: 7:00 pm - midnight weekend	1905	15%	91
Listen to Radio: midnight - 6:00 am weekend	530	4%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally



# Market Potential: Travel

## Northfield

Total 2008 Households: 12,648

<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Expected Percent of Households</b>	<b>MPI</b>
Member of 1 frequent flyer program	1379	11%	121
Member of 2 frequent flyer programs	693	5%	109
Member of 3+ frequent flyer programs	504	4%	113
Stayed 1+ nights at hotel/motel in last 12 months	6686	53%	121
Hotel/motel stayed in/12 mo: Best Western	1119	9%	116
Hotel/motel stayed in/12 mo: Comfort Inn	921	7%	127
Hotel/motel stayed in/12 mo: Courtyard	440	3%	139
Hotel/motel stayed in/12 mo: Days Inn	706	6%	109
Hotel/motel stayed in/12 mo: Econo Lodge	249	2%	93
Hotel/motel stayed in/12 mo: Embassy Suites	418	3%	130
Hotel/motel stayed in/12 mo: Fairfield Inn	391	3%	133
Hotel/motel stayed in/12 mo: Hampton Inn	638	5%	126
Hotel/motel stayed in/12 mo: Hilton	477	4%	106
Hotel/motel stayed in/12 mo: Holiday Inn	971	8%	120
Hotel/motel stayed in/12 mo: Holiday Inn Express	596	5%	134
Hotel/motel stayed in/12 mo: Marriott	777	6%	123
Hotel/motel stayed in/12 mo: Motel 6	315	2%	98
Hotel/motel stayed in/12 mo: Ramada Inn	338	3%	95
Hotel/motel stayed in/12 mo: Super 8	483	4%	117
Domestic travel in last 12 months	8154	64%	118
Spent on domestic vacations last 12 mo: <\$1000	2025	16%	111
Spent on domestic vacations last 12 mo: \$1000-1499	1210	10%	128
Spent on domestic vacations last 12 mo: \$1500-1999	668	5%	128
Spent on domestic vacations last 12 mo: \$2000-2999	594	5%	124
Spent on domestic vacations last 12 mo: \$3000+	645	5%	129
Domestic travel for business in last 12 months	1371	11%	128
Domestic travel for personal reasons in last 12 mo	2173	17%	108
Domestic travel for vacation/honeymoon last 12 mo	5780	46%	124
Took 3+ domestic trips by plane in last 12 months	1146	9%	117
Took 3+ domestic business trips by plane/12 months	430	3%	120
Took 3+ domestic non-business trips by plane/12 mo	580	5%	107
Airline used for domestic trip/12 mo: American	574	5%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally

<i>Product/Consumer Behavior</i>	<i>Expected Number of Households</i>	<i>Expected Percent of Households</i>	<i>MPI</i>
Airline used for domestic trip/12 mo: Continental	354	3%	100
Airline used for domestic trip/12 mo: Delta	711	6%	124
Airline used for domestic trip/12 mo: Northwest	576	5%	152
Airline used for domestic trip/12 mo: Southwest	671	5%	112
Airline used for domestic trip/12 mo: United	499	4%	107
Airline used for domestic trip/12 mo: US Airways	478	4%	120
Rented car on domestic trip in last 12 months	850	7%	122
Visited on domestic trip last 12 mo: Northeast	1749	14%	113
Visited on domestic trip last 12 mo: South	4472	35%	120
Visited on domestic trip last 12 mo: North Central	2463	19%	134
Visited on domestic trip last 12 mo: West	2847	23%	123
Went backpacking/hiking on domestic vacation/12 mo	510	4%	130
Went to beach on domestic vacation in last 12 mo	1893	15%	132
Played golf on domestic vacation in last 12 months	401	3%	121
Visited National Park on domestic vacation/12 mo	947	7%	122
Foreign travel in last 3 years	3419	27%	113
Spent on foreign vacations last 12 mo: <\$1000	838	7%	125
Spent on foreign vacations last 12 mo: \$1000-2999	483	4%	96
Spent on foreign vacations last 12 mo: \$3000+	496	4%	103
Foreign travel for personal reasons in last 3 yrs	499	4%	91
Foreign travel for vacation/honeymoon last 3 yrs	2603	21%	115
Took foreign trip w/all-inclusive travel pkg/3 yrs	1201	9%	113
Took foreign trip by cruise ship in last 3 yrs	665	5%	118
Took 3+ foreign trips by plane in last 3 yrs	522	4%	99
Took 3+ foreign vacation trips by plane last 3 yrs	394	3%	98
Airline used for foreign trip/3 yrs: American	618	5%	107
Airline used for foreign trip/3 yrs: British Air	187	1%	92
Airline used for foreign trip/3 yrs: Continental	286	2%	109
Airline used for foreign trip/3 yrs: Delta	484	4%	111
Airline used for foreign trip/3 yrs: Northwest	343	3%	128
Airline used for foreign trip/3 yrs: United	459	4%	107
Visited on foreign trip last 3 yrs: Canada	660	5%	123
Visited on foreign trip last 3 yrs: France	353	3%	100
Visited on foreign trip last 3 yrs: Germany	314	2%	112
Visited on foreign trip last 3 yrs: Hawaii	333	3%	102
Visited on foreign trip last 3 yrs: Italy	303	2%	97
Visited on foreign trip last 3 yrs: Mexico	773	6%	103
Visited on foreign trip last 3 yrs: United Kingdom	373	3%	100
Bought travelers checks in last 12 months	1138	9%	125
Took cruise of more than one day in last 3 years	1171	9%	119
Member of any frequent flyer program	2629	21%	121

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# Market Potential: Leisure

Northfield

Total 2008 Households: 12,648

Product/Consumer Behavior	Expected Number of Households	Expected Percent of Households	MPI
Cooked for fun in last 12 months	2297	18%	112
Did crossword puzzle in last 12 months	2041	16%	105
Flew a kite in last 12 months	537	4%	115
Did furniture refinishing in last 12 months	680	5%	119
Did indoor gardening/plant care in last 12 months	2316	18%	106
Bought lottery ticket in last 12 months	4879	39%	103
Bought lottery ticket in last 12 mo: Daily Drawing	548	4%	83
Bought lottery ticket in last 12 mo: Instant Game	2085	16%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	3455	27%	107
Played lottery: <2 times in last 30 days	1712	14%	107
Played lottery: 2-5 times in last 30 days	1713	14%	108
Played lottery: 6+ times in last 30 days	1454	11%	93
Played musical instrument in last 12 months	1155	9%	120
Did painting/drawing in last 12 months	974	8%	107
Did photography in last 12 months	1905	15%	122
Read book in last 12 months	5705	45%	113
Surfed the Internet in last 12 months	4340	34%	127
Played video game in last 12 months	1777	14%	106
Did woodworking in last 12 months	929	7%	129
Member of business club	378	3%	115
Member of charitable organization	789	6%	108
Member of church board	569	5%	99
Member of fraternal order	592	5%	104
Member of religious club	1100	9%	111
Member of school or college board	242	2%	98
Member of union	790	6%	113
Member of veterans club	430	3%	96
Attended adult education course in last 12 months	1004	8%	119
Attended auto show in last 12 months	1171	9%	113
Went to bar/night club in last 12 months	2889	23%	109
Went to beach in last 12 months	3694	29%	118
Attended dance performance in last 12 months	518	4%	106
Danced/went dancing in last 12 months	1535	12%	100
Dined out in last 12 months	7302	58%	116
Dine out < once a month	634	5%	109
Dine out once a month	879	7%	112
Dine out 2-3 times a month	1647	13%	110
Dine out once a week	1860	15%	125
Dine out 2+ times per week	1490	12%	111

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the household in the specified trade area to exhibit certain consumer behavior purchasing patterns compared to the US average. An MPI of 100 represents the US average.

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<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Expected Percent of Households</b>	<b>MPI</b>
Gambled at casino in last 12 months	2389	19%	102
Gambled at casino 6+ times in last 12 months	256	2%	82
Gambled in Atlantic City in last 12 months	275	2%	62
Gambled in Las Vegas in last 12 months	733	6%	100
Attended horse races in last 12 months	400	3%	115
Attended movies in last 6 months	8372	66%	109
Attended movies in last 90 days: < once a month	4331	34%	114
Attended movies in last 90 days: once a month	1477	12%	107
Attended movies in last 90 days: 2-3 times a month	1090	9%	104
Attended movies in last 90 days: once/week or more	432	3%	101
Prefer to see movie after second week of release	3934	31%	116
Went to museum in last 12 months	2155	17%	123
Attended music performance in last 12 months	3586	28%	118
Attended country music performance in last 12 mo	711	6%	113
Attended rock music performance in last 12 months	1446	11%	114
Went to live theater in last 12 months	2236	18%	119
Visited a theme park in last 12 months	3213	25%	105
Visited Disneyland (CA) in last 12 months	309	2%	73
Visited Disney World (FL)/12 mo: Animal Kingdom	419	3%	117
Visited Disney World (FL)/12 mo: Epcot Center	476	4%	118
Visited Disney World (FL)/12 mo: Magic Kingdom	552	4%	116
Visited Disney World (FL)/12 mo: MGM Studios	408	3%	114
Visited any Sea World in last 12 months	388	3%	90
Visited any Six Flags in last 12 months	807	6%	92
Visited Universal Studios (FL) in last 12 months	337	3%	101
Went to zoo in last 12 months	1844	15%	122
Played backgammon in last 12 months	312	2%	99
Played billiards/pool in last 12 months	1273	10%	113
Played bingo in last 12 months	428	3%	79
Did birdwatching in last 12 months	773	6%	127
Played board game in last 12 months	2623	21%	123
Played cards in last 12 months	3070	24%	113
Played chess in last 12 months	571	5%	104
Participated in hunting with rifle	728	6%	108
Participated in hunting with shotgun	609	5%	106
Participated in ice skating	455	4%	125
Play golf once a month	255	2%	135
Play golf 2-3 times a month	261	2%	127
Participated in horseback riding	552	4%	138
Participated in jogging/running	1443	11%	114
Participated in motorcycling	479	4%	124
Participated in roller blading	519	4%	128
Participated in roller skating	312	2%	108
Participated in snorkeling	326	3%	111

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<b>Product/Consumer Behavior</b>	<b>Expected Number of Households</b>	<b>Expected Percent of Households</b>	<b>MPI</b>
Participated in soccer	436	3%	108
Participated in softball	633	5%	107
Participated in swimming	2725	22%	118
Participated in target shooting	524	4%	132
Participated in tennis	590	5%	109
Participated in volleyball	527	4%	107
Participated in walking for exercise	4835	38%	118
Participated in water skiing	293	2%	120
Participated in weight lifting	1685	13%	125
Participated in yoga	538	4%	109
Spent on high end sports/rec equip/12 mo: <\$100	345	3%	103
Spent on high end sports/rec equip/12 mo: \$100-249	395	3%	128
Spent on high end sports/rec equip/12 mo: \$250+	497	4%	119
Attend sports event: auto racing (NASCAR)	623	5%	106
Attend sports event: auto racing (not NASCAR)	525	4%	105
Attend sports event: baseball game	1972	16%	120
Attend sports event: basketball game (college)	723	6%	109
Attend sports event: basketball game (pro)	876	7%	117
Attend sports event: football game (college)	1096	9%	121
Attend sports event: football-Mon night game (pro)	329	3%	93
Attend sports event: football-weekend game (pro)	894	7%	121
Attend sports event: golf tournament	463	4%	116
Attend sports event: ice hockey game	737	6%	122
Attend sports event: soccer game	453	4%	103
Participated in aerobics	1335	11%	113
Participated in archery	298	2%	113
Participated in auto racing	291	2%	105
Participated in backpacking/hiking	1330	11%	134
Participated in baseball	762	6%	110
Participated in basketball	1238	10%	104
Participated in bicycling (mountain)	746	6%	143
Participated in bicycling (road)	1546	12%	126
Participated in boating (power)	978	8%	117
Participated in bowling	1553	12%	107
Participated in canoeing/kayaking	682	5%	120
Participated in downhill skiing	606	5%	126
Participated in fishing (fresh water)	1937	15%	110
Participated in fishing (salt water)	641	5%	101
Participated in football	677	5%	107
Participated in Frisbee	607	5%	104
Participated in golf	1897	15%	129
Play golf < once a month	708	6%	130

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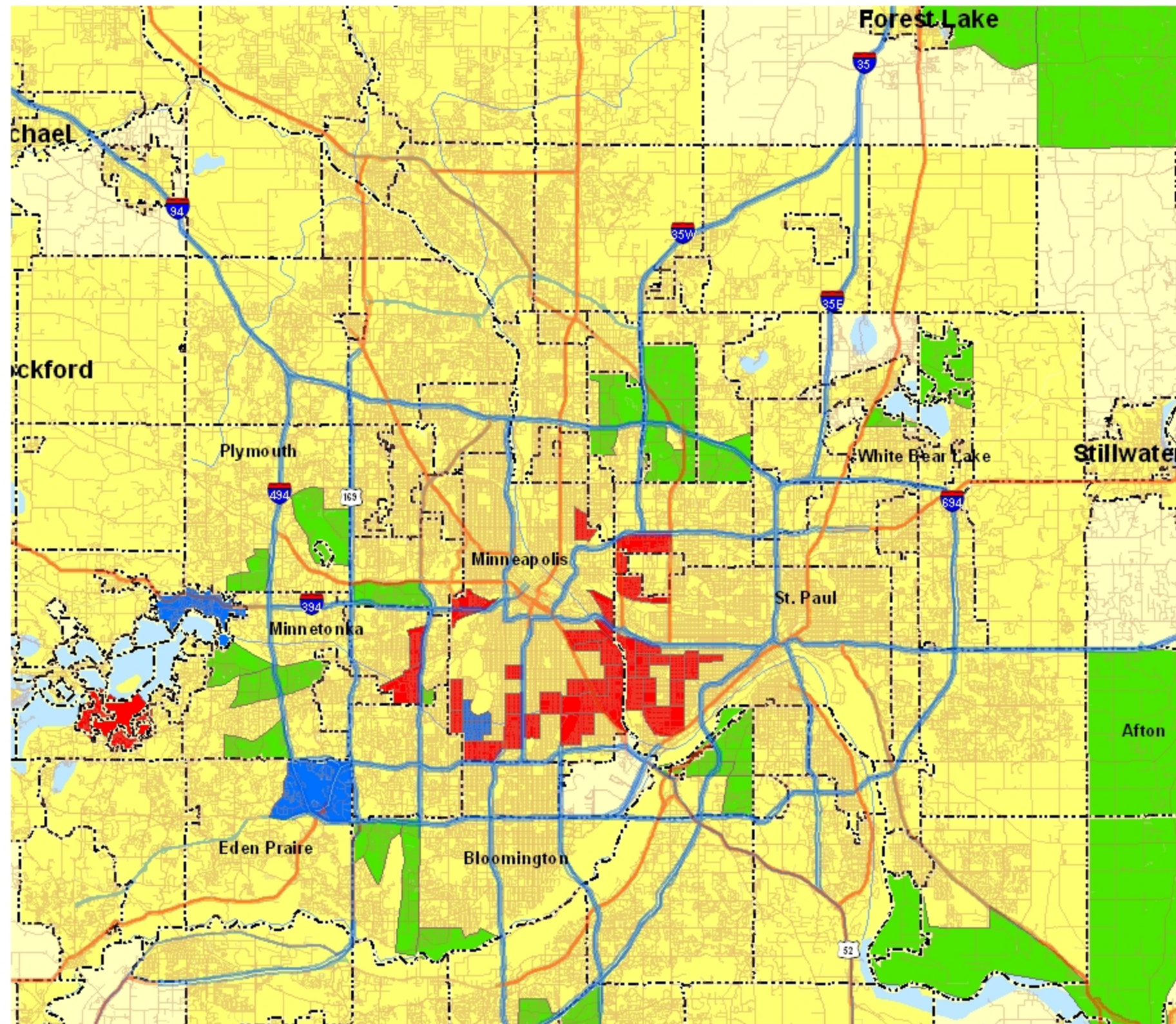






## Twin Cities Metro Northfield Lifestyle Analysis

Prepared by Ryan Pesch, Extension Educator  
University of Minnesota Extension



### Legend

-  7. Exurbanites
-  9. Urban Chic
-  22. Metropolitans

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EXTENSION



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