



Grand Rapids Market Area Profile

A RETAIL AND SERVICE MARKET ANALYSIS OF THE GRAND RAPIDS TRADE AREA

By John Bennett and Ryan Pesch



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By John Bennett and Ryan Pesch, Extension Educators

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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.

TRADE AREAS FOR ANALYSIS

Extension employed two trade areas in its analysis, a convenience trade area of a 10-mile radius from the center of Grand Rapids (referred to in this report as Grand Rapids Convenience Trade Area) and a destination trade area (referred to in this report as Grand Rapids Trade Area). In Figure 1, we shaded the Grand Rapids Trade Area in grey and outlined the Grand Rapids Convenience Trade Area in red. The local retail study group defined both of these areas through their knowledge of the Grand Rapids business environment.

Extension generated retail gap analysis reports for both the Grand Rapids Trade Area and the Grand Convenience Trade Area. Extension used the larger Grand Rapids Trade Area when generating all other reports in this publication, including the market profile, tapestry segmentation area profile, and the media and internet market profile.

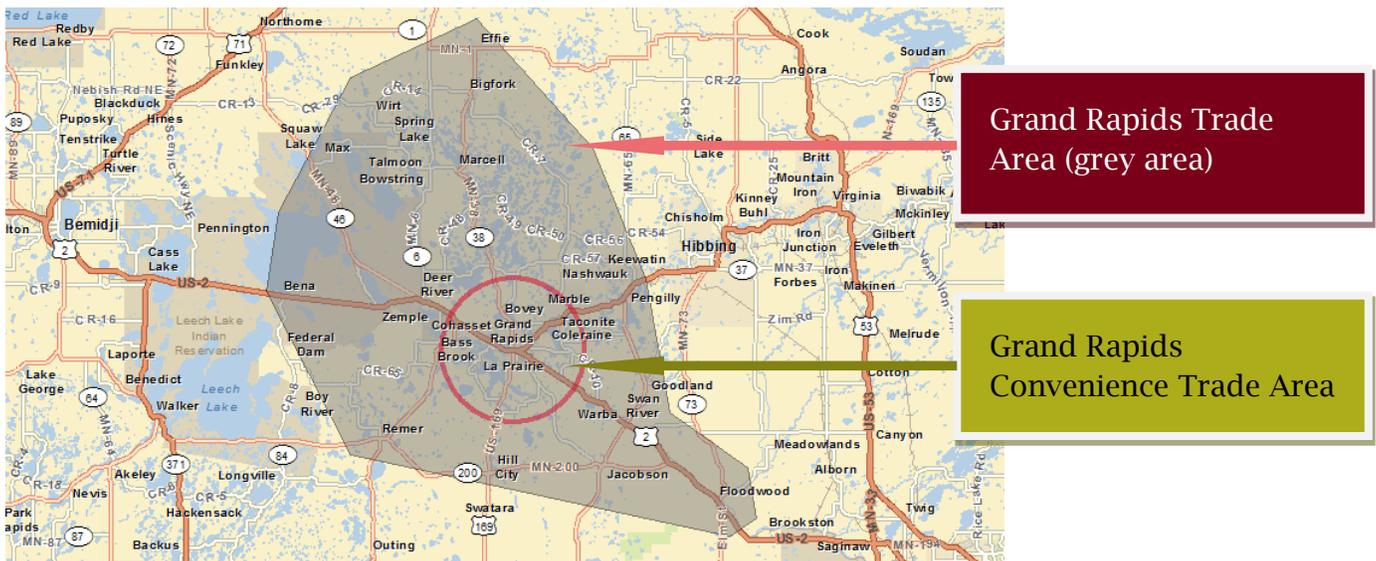


Figure 1: Grand Rapids Trade Areas



Grand Rapids TA

	Grand Rapids TA
Population Summary	
2000 Total Population	44,923
2010 Total Population	46,319
2012 Total Population	46,876
2012 Group Quarters	1,021
2017 Total Population	47,407
2012-2017 Annual Rate	0.23%
Household Summary	
2000 Households	18,151
2000 Average Household Size	2.44
2010 Households	19,289
2010 Average Household Size	2.35
2012 Households	19,405
2012 Average Household Size	2.36
2017 Households	19,890
2017 Average Household Size	2.33
2012-2017 Annual Rate	0.49%
2010 Families	12,763
2010 Average Family Size	2.84
2012 Families	12,771
2012 Average Family Size	2.85
2017 Families	13,051
2017 Average Family Size	2.82
2012-2017 Annual Rate	0.43%
Housing Unit Summary	
2000 Housing Units	24,632
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	12.5%
Vacant Housing Units	26.3%
2010 Housing Units	27,381
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	13.9%
Vacant Housing Units	29.6%
2012 Housing Units	27,608
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	29.7%
2017 Housing Units	28,232
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	29.5%
Median Household Income	
2012	\$42,612
2017	\$48,917
Median Home Value	
2012	\$127,672
2017	\$136,022
Per Capita Income	
2012	\$22,922
2017	\$25,303
Median Age	
2010	45.4
2012	45.9
2017	47.2

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Grand Rapids TA

	Grand Rapids TA
2012 Households by Income	
Household Income Base	19,405
<\$15,000	14.7%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	1.4%
\$200,000+	1.9%
Average Household Income	\$54,565
2017 Households by Income	
Household Income Base	19,890
<\$15,000	14.2%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.7%
\$200,000+	1.9%
Average Household Income	\$59,491
2012 Owner Occupied Housing Units by Value	
Total	15,149
<\$50,000	6.6%
\$50,000 - \$99,999	26.8%
\$100,000 - \$149,999	29.9%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	4.4%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%
Average Home Value	\$150,726
2017 Owner Occupied Housing Units by Value	
Total	15,585
<\$50,000	4.1%
\$50,000 - \$99,999	22.9%
\$100,000 - \$149,999	32.0%
\$150,000 - \$199,999	20.7%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	4.4%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%
Average Home Value	\$153,899

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Grand Rapids TA

		Grand Rapids TA
2010 Population by Age		
Total		46,320
0 - 4		5.5%
5 - 9		6.1%
10 - 14		6.3%
15 - 24		10.8%
25 - 34		10.0%
35 - 44		10.8%
45 - 54		15.6%
55 - 64		15.8%
65 - 74		10.5%
75 - 84		6.1%
85 +		2.6%
18 +		78.2%
2012 Population by Age		
Total		46,876
0 - 4		5.4%
5 - 9		6.0%
10 - 14		6.1%
15 - 24		10.5%
25 - 34		10.1%
35 - 44		10.4%
45 - 54		15.1%
55 - 64		16.4%
65 - 74		11.1%
75 - 84		6.0%
85 +		2.7%
18 +		78.7%
2017 Population by Age		
Total		47,405
0 - 4		5.4%
5 - 9		5.9%
10 - 14		6.1%
15 - 24		9.8%
25 - 34		10.1%
35 - 44		10.0%
45 - 54		13.8%
55 - 64		16.9%
65 - 74		13.1%
75 - 84		6.2%
85 +		2.8%
18 +		79.1%
2010 Population by Sex		
Males		23,322
Females		22,997
2012 Population by Sex		
Males		23,672
Females		23,204
2017 Population by Sex		
Males		23,999
Females		23,408

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Grand Rapids TA

	Grand Rapids TA
2010 Population by Race/Ethnicity	
Total	46,318
White Alone	93.5%
Black Alone	0.3%
American Indian Alone	3.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.1%
Hispanic Origin	0.9%
Diversity Index	14.1
2012 Population by Race/Ethnicity	
Total	46,876
White Alone	93.3%
Black Alone	0.4%
American Indian Alone	3.6%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.2%
Hispanic Origin	0.9%
Diversity Index	14.4
2017 Population by Race/Ethnicity	
Total	47,407
White Alone	92.8%
Black Alone	0.5%
American Indian Alone	3.7%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	2.4%
Hispanic Origin	1.0%
Diversity Index	15.4
2010 Population by Relationship and Household Type	
Total	46,319
In Households	97.8%
In Family Households	80.7%
Householder	27.6%
Spouse	22.3%
Child	26.7%
Other relative	1.7%
Nonrelative	2.4%
In Nonfamily Households	17.1%
In Group Quarters	2.2%
Institutionalized Population	1.3%
Noninstitutionalized Population	0.9%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



Grand Rapids TA

	Grand Rapids TA
2010 Households by Type	
Total	19,289
Households with 1 Person	28.3%
Households with 2+ People	71.7%
Family Households	66.2%
Husband-wife Families	53.5%
With Related Children	17.5%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	4.3%
With Related Children	2.6%
Other Family with Female Householder	8.3%
With Related Children	5.8%
Nonfamily Households	5.5%
All Households with Children	26.6%
Multigenerational Households	2.1%
Unmarried Partner Households	7.2%
Male-female	6.8%
Same-sex	0.4%
2010 Households by Size	
Total	19,289
1 Person Household	28.3%
2 Person Household	40.1%
3 Person Household	12.8%
4 Person Household	11.0%
5 Person Household	4.8%
6 Person Household	2.0%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	19,289
Owner Occupied	80.2%
Owned with a Mortgage/Loan	46.9%
Owned Free and Clear	33.3%
Renter Occupied	19.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

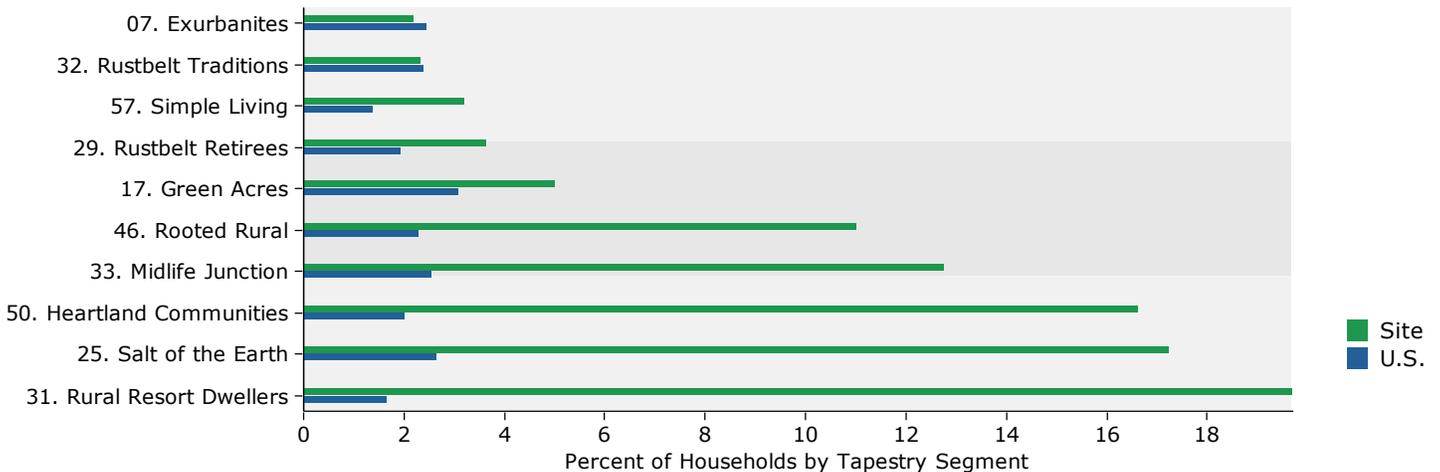


Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	31. Rural Resort Dwellers	19.7%	19.7%	1.7%	1.7%	1171
2	25. Salt of the Earth	17.3%	37.0%	2.7%	4.3%	648
3	50. Heartland Communities	16.6%	53.6%	2.0%	6.4%	820
4	33. Midlife Junction	12.8%	66.4%	2.6%	8.9%	501
5	46. Rooted Rural	11.0%	77.4%	2.3%	11.2%	478
Subtotal		77.4%		11.3%		
6	17. Green Acres	5.0%	82.4%	3.1%	14.3%	163
7	29. Rustbelt Retirees	3.6%	86.1%	2.0%	16.3%	186
8	57. Simple Living	3.2%	89.3%	1.4%	17.7%	230
9	32. Rustbelt Traditions	2.4%	91.7%	2.4%	20.1%	98
10	07. Exurbanites	2.2%	93.9%	2.5%	22.6%	90
Subtotal		16.4%		11.4%		
11	48. Great Expectations	2.1%	95.9%	1.7%	24.3%	121
12	49. Senior Sun Seekers	1.9%	97.8%	1.1%	25.4%	165
13	26. Midland Crowd	1.7%	99.6%	3.2%	28.6%	54
14	56. Rural Bypasses	0.4%	100.0%	1.5%	30.1%	29
Subtotal		6.1%		7.5%		
Total		99.9%		30.2%		331

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

TOP TAPESTRY SEGMENTATION DESCRIPTIONS

Segment 31 – Rural Resort Dwellers

Housing in these small, growing communities in rural non-farm areas with mild climates and pastoral settings is single-family homes and mobile homes, with a significant proportion of seasonal housing. Most residents are either married couples with no children living at home or singles who live alone. The median age is 49.4 years. Self-employment and working from home is higher than average. The median household income is \$45,733. Their tastes and lifestyles are simple. Rural life and land call for riding lawn mowers and satellite dishes. They own the tools to care for their lawns and gardens. Many own or lease a truck. They go boating, hunting, fishing, snorkeling, canoeing, and listen to country music.

Segment 25 – Salt of the Earth

Settled, hard-working, and self-reliant, these married-couple families live in single-family homes in small towns or rural areas; the rate of homeownership is 84 percent. The median age is 42.7 years. Employment rates in these neighborhoods are higher than the U.S. level, and unemployment is lower. Most of the jobs are in the manufacturing, construction, mining, and agriculture industry sectors. The median household income is \$48,409. Vehicles are important; 28 percent own three; most drive a truck, and many ride a motorcycle. They work on small home improvement projects and maintain their own vehicles. Families often own two more pets, most frequently dogs or cats. They go fishing, hunting, target shooting, attend country music concerts and car races, and fly kites.

Segment 50 – Heartland Communities

Preferred by approximately 6 million people, these small town neighborhoods are found primarily in the Midwest and South. The median age of residents is 41.4 years; nearly one-third is aged 65 years or older. More than 75 percent of the housing is single-family. Most of the homes are older, built before 1950. Their distinctly country lifestyle is reflected in their interest in hunting, fishing, woodworking, listening to country music, and playing bingo. 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. They shop from catalogs and QVC, and buy products from Avon representatives.

Segment 33 – Midlife Junction

In the suburbs scattered across the country, residents of these communities lead quiet, settled lives as they phase out of their child-rearing responsibilities. Approximately half are married-couple families; 31 percent are singles who live alone. Their median age is 40.8 years. A third receives Social Security benefits. Nearly two-thirds live in single-family homes; most of the others rent apartments in multi-unit buildings. Not attracted to fads, they're careful with their money. They browse catalogs before shopping by mail or phone from JCPenney, L.L. Bean, and Lands' End. They practice yoga, go to country music concerts and car races, refinish furniture, and read romance novels.

For a description of all Tapestry Segments from ESRI, please visit

<http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>



Tapestry LifeMode Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,405	100.0%		46,876	100.0%	
L1. High Society	428	2.2%	18	1,087	2.3%	17
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	428	2.2%	90	1,087	2.3%	95
L2. Upscale Avenues	973	5.0%	38	2,465	5.3%	40
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	973	5.0%	163	2,465	5.3%	166
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	4,927	25.4%	201	11,446	24.4%	229
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	707	3.6%	186	1,508	3.2%	181
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	368	1.9%	165	894	1.9%	195
50 Heartland Communities	3,228	16.6%	820	7,751	16.5%	889
57 Simple Living	624	3.2%	230	1,293	2.8%	236
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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

Source: Esri



Tapestry LifeMode Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	19,405	100.0%		46,876	100.0%	
L7. High Hopes	400	2.1%	51	1,103	2.4%	61
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	400	2.1%	121	1,103	2.4%	152
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	2,942	15.2%	188	6,933	14.8%	192
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	460	2.4%	98	1,085	2.3%	99
33 Midlife Junction	2,482	12.8%	501	5,848	12.5%	548
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	3,432	17.7%	189	8,689	18.5%	200
25 Salt of the Earth	3,348	17.3%	648	8,453	18.0%	687
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	84	0.4%	29	236	0.5%	34
L12. American Quilt	6,303	32.5%	376	15,153	32.3%	377
26 Midland Crowd	336	1.7%	54	871	1.9%	56
31 Rural Resort Dwellers	3,825	19.7%	1171	8,911	19.0%	1276
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	2,142	11.0%	478	5,371	11.5%	517
66 Unclassified	0	0.0%	0	0	0.0%	0

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

Source: Esri

Trade Area Gap Analysis

Grand Rapids Convenience Trade Area



UNIVERSITY OF MINNESOTA
EXTENSION

This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 50,491,435	1.8	3	-1.2
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 5,928,903	9.4	5	4.4
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 1,429,578	0.6	-	0.6
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 3,580,354	3.4	8	-4.6
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 5,513,888	7.0	13	-6.0
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 4,359,105	3.4	5	-1.6
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 3,815,108	4.9	7	-2.1
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 6,337,194	4.4	2	2.4
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 1,508,456	1.5	5	-3.5
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 292,905	0.3	-	0.3
44411000	Home centers	\$ 447	\$ 14,117,083	\$ 9,907,667	0.7	3	-2.3
44412000	Paint & wallpaper stores	\$ 34	\$ 1,024,804	\$ 746,617	0.7	1	-0.3
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 1,509,416	1.6	3	-1.4
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 8,701,766	4.3	9	-4.7
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 2,725,363	2.3	4	-1.7
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 36,111,025	10.1	12	-1.9
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 1,373,807	5.3	10	-4.7
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 2,812,809	3.2	10	-6.8
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 14,852,655	3.5	7	-3.5
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 864,533	7.4	2	5.4
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 605,755	1.2	3	-1.8
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 1,107,665	5.1	5	0.1
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 33,183,316	9.5	8	1.5
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 644,698	0.9	1	-0.1
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 2,961,533	3.9	6	-2.1
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 705,191	1.0	-	1.0
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 6,212,081	3.1	2	1.1
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 469,133	2.0	-	2.0
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 885,075	2.9	3	-0.1
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 1,969,770	2.5	1	1.5
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 2,278,377	5.2	3	2.2
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 143,400	0.3	-	0.3
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 2,638,891	3.3	10	-6.7
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 1,207,329	1.9	2	-0.1
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 322,184	1.6	5	-3.4
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 437,688	0.8	-	0.8

Assumptions:	
Trade Area Population	26,082
Trade Area Per Capita Income	\$ 23,158
U.S. Per Capital income	\$ 27,277

Trade Area Gap Analysis

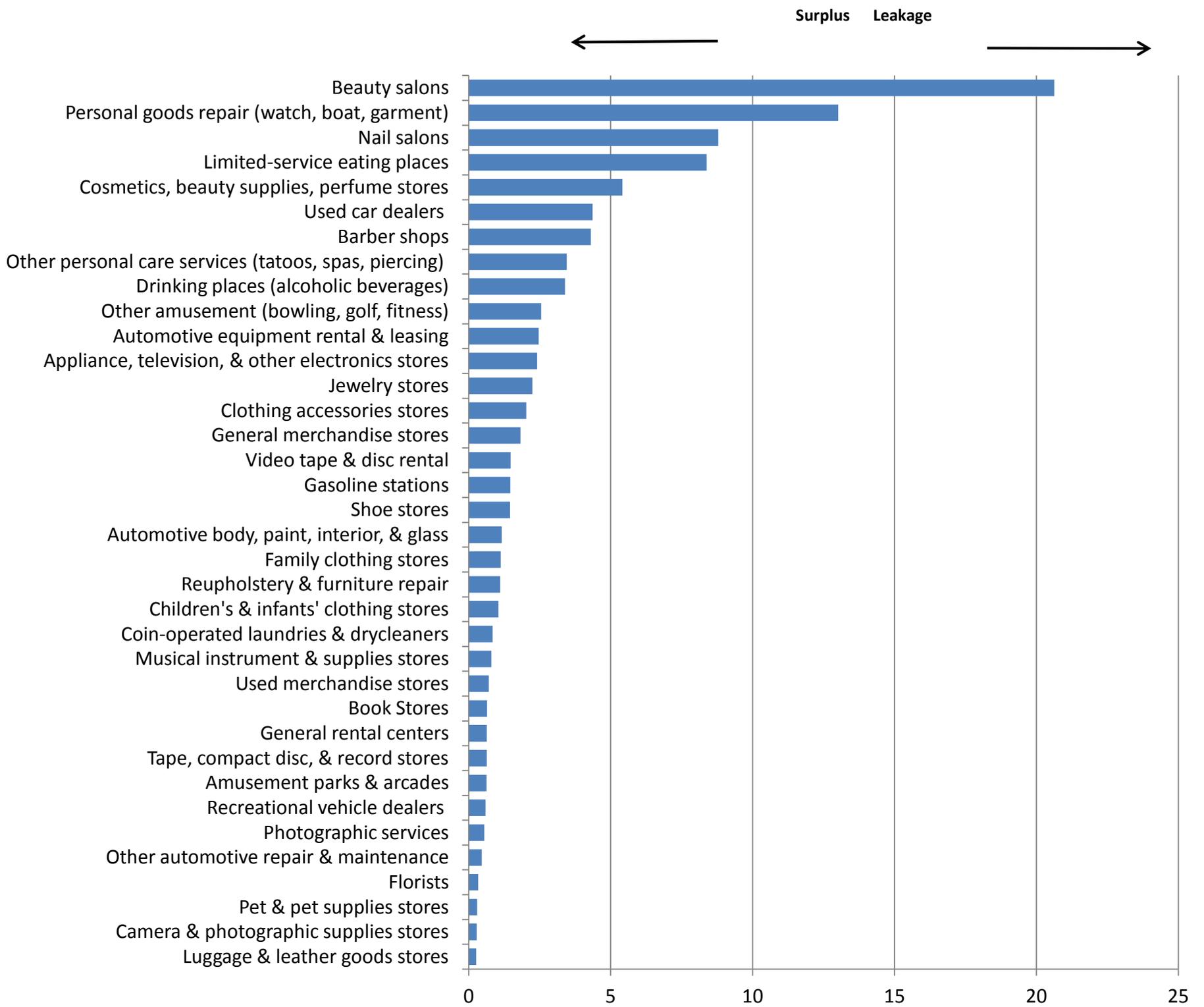
Grand Rapids Convenience Trade Area



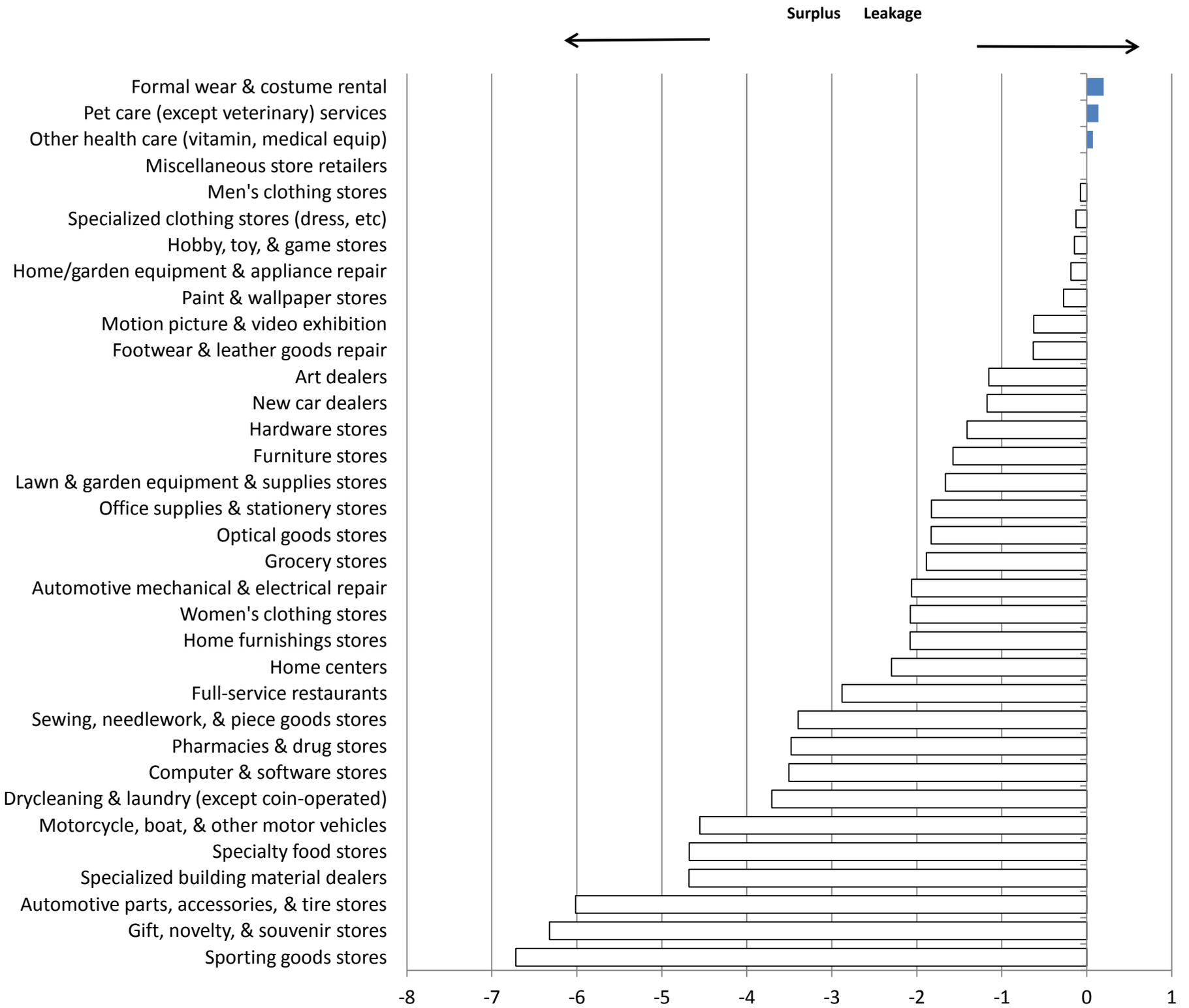
This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
45121000	Book Stores	\$ 61	\$ 512,938	\$ 1,356,697	2.6	2	0.6
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 275,499	0.6	-	0.6
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 42,490,132	5.8	4	1.8
45310000	Florists	\$ 24	\$ 160,175	\$ 534,270	3.3	3	0.3
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 1,706,983	1.2	3	-1.8
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 1,331,099	6.7	13	-6.3
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 816,940	5.7	5	0.7
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 872,913	1.3	1	0.3
45392000	Art dealers	\$ 32	\$ 383,996	\$ 709,787	1.8	3	-1.2
45399000	Miscellaneous store retailers	\$ 47	\$ 824,344	\$ 1,045,238	1.3	4	
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 932,821	0.4	1	-0.6
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 3,380,208	2.5	-	2.5
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 74,034	0.2	-	0.2
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 693,592	1.5	-	1.5
53230000	General rental centers	\$ 15	\$ 529,977	\$ 337,513	0.6	-	0.6
54192000	Photographic services	\$ 32	\$ 73,585	\$ 702,347	9.5	9	0.5
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 1,018,643	0.6	-	0.6
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 4,734,472	14.6	12	2.6
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 14,409,691	19.1	22	-2.9
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 13,685,804	23.4	15	8.4
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 1,467,261	5.4	2	3.4
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 3,742,722	17.9	20	-2.1
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 2,496,500	9.2	8	1.2
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 1,141,051	7.5	7	0.5
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 307,025	3.8	4	-0.2
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 139,590	2.1	1	1.1
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 22,730	0.4	1	-0.6
81149000	Personal goods repair (watch, boat, garment)	\$ 30	\$ 38,909	\$ 661,993	17.0	4	13.0
81211100	Barber shops	\$ 9	\$ 25,983	\$ 189,625	7.3	3	4.3
81211200	Beauty salons	\$ 102	\$ 50,439	\$ 2,251,127	44.6	24	20.6
81211300	Nail salons	\$ 19	\$ 34,935	\$ 412,132	11.8	3	8.8
81219000	Other personal care services (tatoos, spas, piercin	\$ 27	\$ 51,973	\$ 595,321	11.5	8	3.5
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 312,021	1.8	1	0.8
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 669,511	3.3	7	-3.7
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 268,052	5.1	5	0.1

Retail Gap Estimates by Store Format



Retail Gap Estimates by Store Format



Trade Area Gap Analysis

Grand Rapids Trade Area



UNIVERSITY OF MINNESOTA
EXTENSION

This report estimates the potential number of trade area businesses across various categories based on the spending of the area residents (demand) compared to the number of businesses in the trade area (supply). Those categories where demand is greater than supply are possible opportunities for businesses development. Demand estimates are calculated from the 2007 US Economic Census and supply listings are manually inventoried in the community. THESE CALCULATIONS ARE PROVIDED FOR THE STUDY OF ECONOMIC CONCEPTS. THEY SHOULD NOT BE USED AS THE SOLE DETERMINANT OF BUSINESS FEASIBILITY.

NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
44111000	New car dealers	\$ 2,280	\$ 27,632,089	\$ 89,821,195	3.3	3	0.3
44112000	Used car dealers	\$ 268	\$ 633,563	\$ 10,547,158	16.6	8	8.6
44121000	Recreational vehicle dealers	\$ 65	\$ 2,426,928	\$ 2,543,132	1.0	1	0.0
44122000	Motorcycle, boat, & other motor vehicles	\$ 162	\$ 1,039,132	\$ 6,369,232	6.1	10	-3.9
44130000	Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ 9,808,871	12.4	18	-5.6
44210000	Furniture stores	\$ 197	\$ 1,271,871	\$ 7,754,583	6.1	7	-0.9
44220000	Home furnishings stores	\$ 172	\$ 775,414	\$ 6,786,846	8.8	12	-3.2
44311000	Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ 11,273,484	7.8	2	5.8
44312000	Computer & software stores	\$ 68	\$ 1,008,571	\$ 2,683,452	2.7	6	-3.3
44313000	Camera & photographic supplies stores	\$ 13	\$ 1,034,341	\$ 521,061	0.5	-	0.5
44411000	Home centers	\$ 447	\$ 14,117,083	\$ 17,625,138	1.2	5	-3.8
44412000	Paint & wallpaper stores	\$ 34	\$ 1,024,804	\$ 1,328,186	1.3	1	0.3
44413000	Hardware stores	\$ 68	\$ 948,935	\$ 2,685,159	2.8	8	-5.2
44419000	Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 15,479,912	7.7	17	-9.3
44420000	Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 4,848,255	4.2	4	0.2
44510000	Grocery stores	\$ 1,631	\$ 3,570,309	\$ 64,239,319	18.0	35	-17.0
44520000	Specialty food stores	\$ 62	\$ 258,156	\$ 2,443,920	9.5	12	-2.5
44530000	Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 5,003,815	5.7	17	-11.3
44611000	Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 26,421,972	6.3	11	-4.7
44612000	Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	\$ 1,537,951	13.2	3	10.2
44613000	Optical goods stores	\$ 27	\$ 518,023	\$ 1,077,601	2.1	5	-2.9
44619000	Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	\$ 1,970,469	9.0	5	4.0
44710000	Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 59,031,103	16.8	17	-0.2
44811000	Men's clothing stores	\$ 29	\$ 696,349	\$ 1,146,878	1.6	1	0.6
44812000	Women's clothing stores	\$ 134	\$ 754,680	\$ 5,268,387	7.0	6	1.0
44813000	Children's & infants' clothing stores	\$ 32	\$ 675,687	\$ 1,254,491	1.9	-	1.9
44814000	Family clothing stores	\$ 281	\$ 1,984,619	\$ 11,050,914	5.6	2	3.6
44815000	Clothing accessories stores	\$ 21	\$ 231,336	\$ 834,560	3.6	-	3.6
44819000	Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	\$ 1,574,495	5.1	4	1.1
44821000	Shoe stores	\$ 89	\$ 803,282	\$ 3,504,101	4.4	1	3.4
44831000	Jewelry stores	\$ 103	\$ 434,934	\$ 4,053,095	9.3	3	6.3
44832000	Luggage & leather goods stores	\$ 6	\$ 544,354	\$ 255,099	0.5	-	0.5
45111000	Sporting goods stores	\$ 119	\$ 803,722	\$ 4,694,428	5.8	17	-11.2
45112000	Hobby, toy, & game stores	\$ 55	\$ 650,609	\$ 2,147,764	3.3	4	-0.7
45113000	Sewing, needlework, & piece goods stores	\$ 15	\$ 200,733	\$ 573,146	2.9	7	-4.1
45114000	Musical instrument & supplies stores	\$ 20	\$ 552,036	\$ 778,621	1.4	-	1.4

Assumptions:	
Trade Area Population	46,876
Trade Area Per Capita Income	\$ 22,922
U.S. Per Capital income	\$ 27,277

Trade Area Gap Analysis

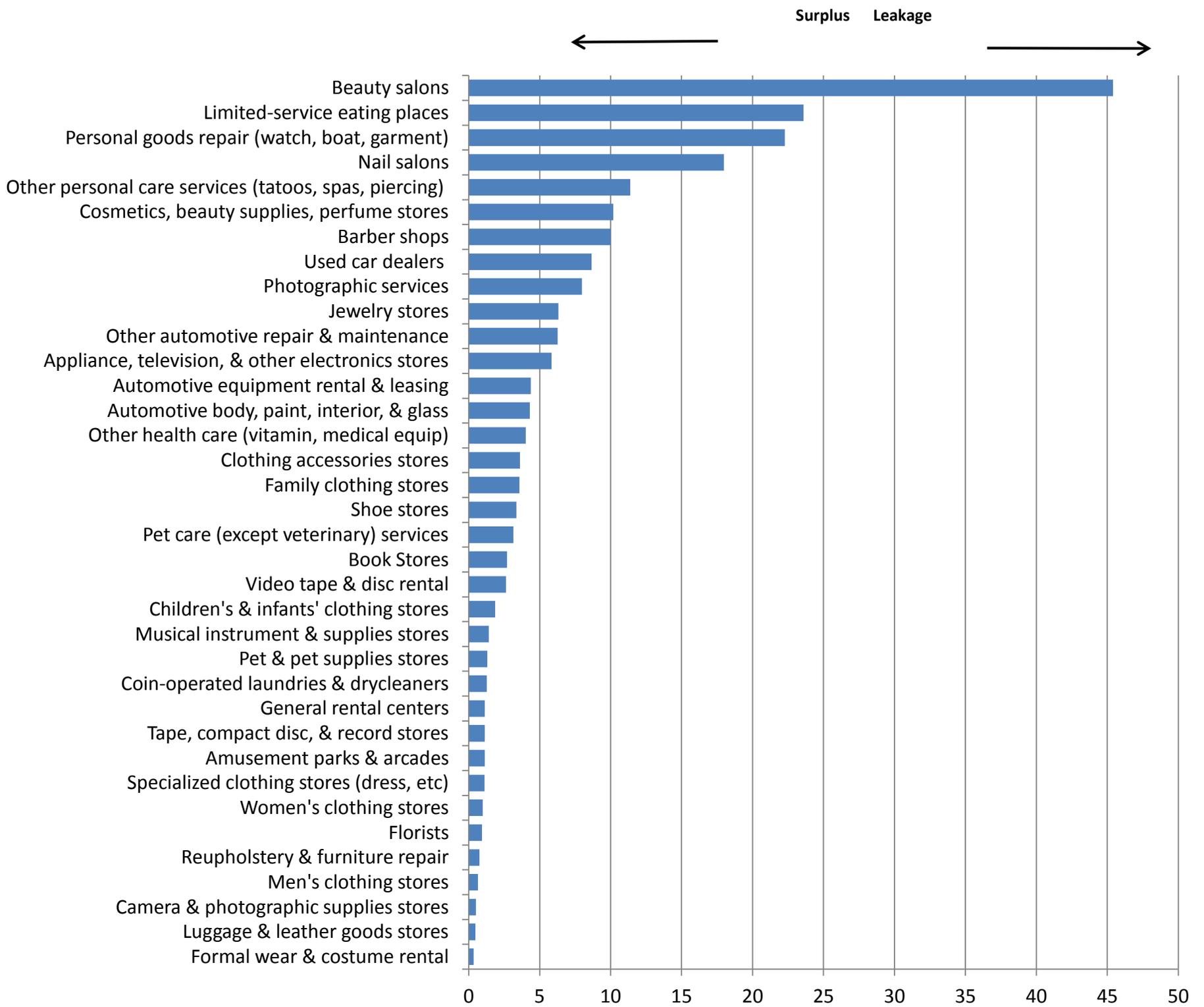
Grand Rapids Trade Area



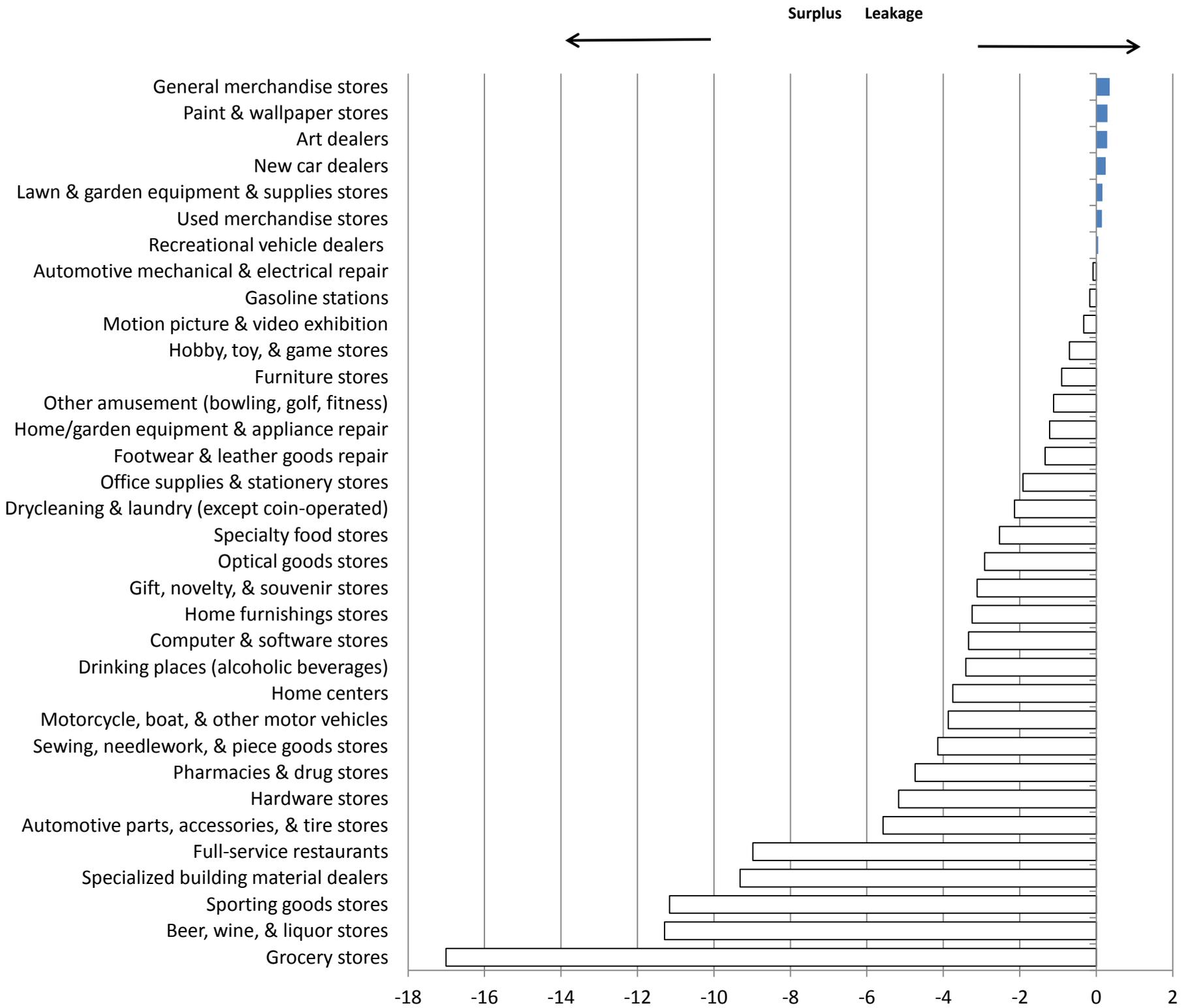
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NAICS	Name	U.S. Sales Per Capita	Average Sales per U.S. Store	Potential Sales in Trade Area	No. of Businesses (Demand)	No. of Businesses (Supply)*	Bus. Gap (Demand - Supply)
45121000	Book Stores	\$ 61	\$ 512,938	\$ 2,413,481	4.7	2	2.7
45122000	Tape, compact disc, & record stores	\$ 12	\$ 434,504	\$ 490,096	1.1	-	1.1
45200000	General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 75,587,363	10.4	10	0.4
45310000	Florists	\$ 24	\$ 160,175	\$ 950,434	5.9	5	0.9
45321000	Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 3,036,618	2.1	4	-1.9
45322000	Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	\$ 2,367,944	11.9	15	-3.1
45330000	Used merchandise stores	\$ 37	\$ 143,185	\$ 1,453,286	10.1	10	0.1
45391000	Pet & pet supplies stores	\$ 39	\$ 674,074	\$ 1,552,859	2.3	1	1.3
45392000	Art dealers	\$ 32	\$ 383,996	\$ 1,262,667	3.3	3	0.3
45399000	Miscellaneous store retailers	\$ 47	\$ 824,344	\$ 1,859,414	2.3	8	
51213000	Motion picture & video exhibition	\$ 42	\$ 2,475,216	\$ 1,659,432	0.7	1	-0.3
53210000	Automotive equipment rental & leasing	\$ 153	\$ 1,373,285	\$ 6,013,185	4.4	-	4.4
53222000	Formal wear & costume rental	\$ 3	\$ 373,468	\$ 131,702	0.4	-	0.4
53223000	Video tape & disc rental	\$ 31	\$ 469,109	\$ 1,233,858	2.6	-	2.6
53230000	General rental centers	\$ 15	\$ 529,977	\$ 600,415	1.1	-	1.1
54192000	Photographic services	\$ 32	\$ 73,585	\$ 1,249,432	17.0	9	8.0
71310000	Amusement parks & arcades	\$ 46	\$ 1,612,717	\$ 1,812,104	1.1	-	1.1
71390000	Other amusement (bowling, golf, fitness)	\$ 214	\$ 325,347	\$ 8,422,338	25.9	27	-1.1
72210000	Full-service restaurants	\$ 651	\$ 753,543	\$ 25,633,965	34.0	43	-9.0
72220000	Limited-service eating places	\$ 618	\$ 585,250	\$ 24,346,213	41.6	18	23.6
72240000	Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ 2,610,168	9.6	13	-3.4
81111000	Automotive mechanical & electrical repair	\$ 169	\$ 208,632	\$ 6,658,075	31.9	32	-0.1
81112000	Automotive body, paint, interior, & glass	\$ 113	\$ 272,517	\$ 4,441,121	16.3	12	4.3
81119000	Other automotive repair & maintenance	\$ 52	\$ 153,086	\$ 2,029,861	13.3	7	6.3
81141000	Home/garden equipment & appliance repair	\$ 14	\$ 80,522	\$ 546,178	6.8	8	-1.2
81142000	Reupholstery & furniture repair	\$ 6	\$ 66,174	\$ 248,323	3.8	3	0.8
81143000	Footwear & leather goods repair	\$ 1	\$ 61,281	\$ 40,436	0.7	2	-1.3
81149000	Personal goods repair (watch, boat, garment)	\$ 30	\$ 38,909	\$ 1,177,646	30.3	8	22.3
81211100	Barber shops	\$ 9	\$ 25,983	\$ 337,332	13.0	3	10.0
81211200	Beauty salons	\$ 102	\$ 50,439	\$ 4,004,618	79.4	34	45.4
81211300	Nail salons	\$ 19	\$ 34,935	\$ 733,159	21.0	3	18.0
81219000	Other personal care services (tatoos, spas, piercin	\$ 27	\$ 51,973	\$ 1,059,039	20.4	9	11.4
81231000	Coin-operated laundries & drycleaners	\$ 14	\$ 169,403	\$ 555,066	3.3	2	1.3
81232000	Drycleaning & laundry (except coin-operated)	\$ 30	\$ 203,248	\$ 1,191,019	5.9	8	-2.1
81291000	Pet care (except veterinary) services	\$ 12	\$ 52,185	\$ 476,849	9.1	6	3.1

Retail Gap Estimates by Store Format



Retail Gap Estimates by Store Format



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	7545	20%
Light-medium newspaper reader	7060	19%
Medium newspaper reader	6935	19%
Medium-heavy newspaper reader	7994	22%
Heavy newspaper reader	7290	20%
Read any daily newspaper	15864	43%
Read one daily newspaper	12704	34%
Read two or more daily newspapers	3162	9%
Read any Sunday newspaper	18713	51%
<i>Radio Listenership</i>		
Light radio listener	8874	24%
Light-medium radio listener	6945	19%
Medium radio listener	6955	19%
Medium-heavy radio listener	6513	18%
Heavy radio listener	7585	21%
<i>Internet Habits</i>		
Have Access to Internet	30373	82%
Used Internet in last month	23954	65%
Used email in past month	20419	55%
Made purchase online, personal	9811	27%
Made purchase online,business	3095	8%
Made travel plans in past month	4599	12%
Obtained latest news in past month	11435	31%

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

Grand Rapids Trade Area

Total 2012 Adults: 36,874

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Newspaper readership:			
Light newspaper reader	7545	20.5%	19.1%
Light-medium newspaper reader	7060	19.1%	19.7%
Medium newspaper reader	6935	18.8%	20.1%
Medium-heavy newspaper reader	7994	21.7%	20.5%
Heavy newspaper reader	7290	19.8%	20.4%
Read any daily newspaper	15864	43.0%	43.2%
Read one daily newspaper	12704	34.5%	34.6%
Read two or more daily newspapers	3162	8.6%	8.6%
Read any Sunday newspaper	18713	50.7%	52.7%
Newspaper content:			
Read newspaper: advertisements	7275	19.7%	21.3%
Read newspaper: business/finance section	8272	22.4%	27.1%
Read newspaper: circulars/inserts/fliers	5039	13.7%	16.4%
Read newspaper: classified section	13288	36.0%	28.1%
Read newspaper: comics	10165	27.6%	25.4%
Read newspaper: editorial page	9699	26.3%	24.9%
Read newspaper: entertainment/lifestyle section	9569	26.0%	28.9%
Read newspaper: fashion section	3852	10.4%	11.8%
Read newspaper: food/cooking section	8700	23.6%	24.2%
Read newspaper: main news/front page	22935	62.2%	60.6%
Read newspaper: health section	5359	14.5%	16.7%
Read newspaper: home/furnishings/gardening section	5454	14.8%	15.8%
Read newspaper: international/national news	6570	17.8%	17.2%
Read newspaper: local news section	22683	61.5%	57.5%
Read newspaper: movie listings/reviews section	7275	19.7%	21.3%
Read newspaper: science & technology section	5039	13.7%	16.4%
Read newspaper: sports section	13704	37.2%	36.3%
Read newspaper: travel section	5359	14.5%	16.7%
Read newspaper: TV listings section	6570	17.8%	17.2%

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: Media Read

Grand Rapids Trade Area

Total 2012 Adults: 36,874

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	8173	22.2%	18.3%
Light-medium magazine reader	8149	22.1%	20.7%
Medium magazine reader	7554	20.5%	20.5%
Medium-heavy magazine reader	6763	18.3%	20.3%
Heavy magazine reader	6185	16.8%	20.0%
Magazine format:			
Read airline magazines	1181	3.2%	6.2%
Read automotive magazines	4649	12.6%	12.3%
Read baby magazines	1558	4.2%	4.2%
Read boating magazines	844	2.3%	2.3%
Read business/finance magazines	4609	12.5%	18.9%
Read computer magazines	962	2.6%	3.9%
Read Epicurean magazines	3432	9.3%	10.6%
Read fishing/hunting magazines	6457	17.5%	12.9%
Read general editorial magazines	14974	40.6%	41.6%
Read health magazines	5381	14.6%	15.9%
Read home service magazines	12970	35.2%	34.4%
Read motorcycle magazines	1316	3.6%	3.4%
Read music magazines	3001	8.1%	9.6%
Read news and entertainment weekly	12529	34.0%	41.0%
Read parenthood magazines	4299	11.7%	11.8%
Read science/technology magazines	1846	5.0%	6.6%
Read sports magazines	4907	13.3%	16.9%
Read travel magazines	2411	6.5%	9.0%
Read women's fashion magazines	1441	3.9%	6.0%

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



Market Potential: Media Listen

Grand Rapids Trade Area

Total 2012 Adults: 36,874

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	8874	24.1%	19.4%
Light-medium radio listener	6945	18.8%	20.1%
Medium radio listener	6955	18.9%	20.6%
Medium-heavy radio listener	6513	17.7%	19.6%
Heavy radio listener	7585	20.6%	20.2%
Radio format listened to:			
adult contemporary	6054	16.4%	19.1%
all news	710	1.9%	3.8%
all talk	740	2.0%	3.3%
alternative	2048	5.6%	8.5%
classic hits	2004	5.4%	5.7%
classic rock	4111	11.1%	10.5%
classical	957	2.6%	3.2%
contemporary hit radio	5516	15.0%	17.5%
country	12030	32.6%	24.0%
gospel	828	2.2%	2.0%
Hispanic	796	2.2%	3.8%
jazz	611	1.7%	3.3%
news/talk	3593	9.7%	13.1%
oldies	2536	6.9%	7.6%
public	1279	3.5%	4.7%
religious	2397	6.5%	7.4%
rock	3992	10.8%	11.9%
soft adult contemporary	1523	4.1%	4.8%
sports	1185	3.2%	5.3%
urban	2179	5.9%	10.5%
variety/other	2147	5.8%	7.2%

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: Media Listen

Grand Rapids Trade Area

Total 2012 Adults: 36,874

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	3511	9.5%	7.4%
baseball playoffs/World Series	3749	10.2%	12.1%
basketball (college)	2907	7.9%	7.9%
basketball (pro)	2096	5.7%	7.0%
football (college)	5143	13.9%	13.7%
football-Monday night (pro)	3208	8.7%	9.6%
football-weekend (pro)	4389	11.9%	13.6%
golf	1343	3.6%	3.8%
ice hockey	1414	3.8%	4.7%
Listen to radio:			
6:00 am - 10:00 am weekday	17547	47.6%	52.5%
10:00 am - 3:00 pm weekday	13795	37.4%	37.8%
3:00 pm - 7:00 pm weekday	14627	39.7%	45.2%
7:00 pm - midnight weekday	5449	14.8%	15.5%
midnight - 6:00 am weekday	2068	5.6%	5.1%
6:00 am - 10:00 am weekend	10921	29.6%	31.5%
10:00 am - 3:00 pm weekend	14411	39.1%	42.7%
3:00 pm - 7:00 pm weekend	10986	29.8%	32.5%
7:00 pm - midnight weekend	5404	14.7%	15.7%
midnight - 6:00 am weekend	1791	4.9%	4.3%

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: Internet

Grand Rapids Trade Area

Total 2012 Adults: 36,874

Product/Consumer Behavior:	<i>Expected Number of Adults</i>	<i>Expected Percent of Adults</i>	<i>Expected Percent in MN</i>
Internet Access:			
Have Access to Internet	30373	82.4%	88.5%
Have access to Internet,at home	24101	65.4%	75.0%
Have access to Internet,at work	11859	32.2%	42.1%
Have access to Internet,at schl/library	8999	24.4%	27.4%
Used Internet/mo,not hm/wrk/schl/lib	6718	18.2%	21.2%
Use Internet less than once/wk	1805	4.9%	3.7%
Use Internet 1-2 times per week	2348	6.4%	5.2%
Use Internet 3-6 times per week	3158	8.6%	8.0%
Use Internet daily	4091	11.1%	11.7%
Use Internet 2-4 times per day	5746	15.6%	19.0%
Use Internet 5 or more times/day	6807	18.5%	28.1%
Used Internet in last month,any	23954	65.0%	75.4%
Used Internet/mo,at home	20443	55.4%	67.0%
Used Internet/mo,at work	9543	25.9%	36.3%
Used Internet/mo,at school/library	2143	5.8%	8.1%
Used Internet/mo,not hm/wrk/schl/lib	2906	7.9%	9.7%
Internet Activities in past month:			
Used email	20419	55.4%	67.5%
Used Instant Messenger	7326	19.9%	26.0%
Paid bills online	9793	26.6%	36.4%
Visited online blog	2476	6.7%	10.3%
Wrote online blog	941	2.6%	3.8%
Visited chat room	1290	3.5%	4.3%
Looked for employment	3818	10.4%	13.5%
Played games online	7399	20.1%	21.5%
Made trade or tracked investments	2905	7.9%	12.5%
Downloaded music	5009	13.6%	19.0%
Made phone call	17302	46.9%	63.2%
Made purchase, personal	9811	26.6%	34.5%
Made purchase,business	3095	8.4%	10.8%
Made travel plans	4599	12.5%	19.2%
Watched online video	5342	14.5%	20.5%

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: Internet

Grand Rapids Trade Area

Total 2012 Adults: 36,874

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	2869	7.8%	9.8%
Financial info	6748	18.3%	27.0%
Obtained medical info	5115	13.9%	17.9%
Obtained latest news	11435	31.0%	42.5%
Obtained real estate info	3071	8.3%	11.8%
Obtained sports news/info	6534	17.7%	25.4%
Ordered on Internet in last year:			
Anything	11512	31.2%	39.0%
airline ticket	3996	10.8%	18.6%
CD/tape	1341	3.6%	4.7%
clothing	4647	12.6%	16.5%
computer	885	2.4%	3.6%
computer accessories	1186	3.2%	4.8%
DVD	2137	5.8%	7.2%
flowers	1311	3.6%	5.1%
software	1613	4.4%	6.4%
tickets	2330	6.3%	10.5%
toy	1641	4.5%	5.4%
E-commerce purchases in last year			
Purchased item at Amazon.com	4142	11.2%	15.3%
Purchased item at barnes&noble.com	961	2.6%	3.4%
Purchased item at bestbuy.com	721	2.0%	2.7%
Purchased item at ebay.com	3581	9.7%	10.3%
Purchased item at walmart.com	1581	4.3%	4.5%
Spent <\$200 online	2042	5.5%	5.8%
Spent \$200-499 online	3062	8.3%	9.4%
Spent \$500+	3807	10.3%	16.2%

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.

APPENDIX I: DATA AND METHODOLOGY

TAPESTRY SEGMENTATION PROFILE

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

Segmentation Methodology

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

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

Data sources such as Census data, ESRI’s proprietary demographic updates, Acxiom Corporation’s InfoBase-X® consumer database; and consumer surveys, such as the Survey of the American Consumer™ from GfK MRI, , and other sources are used to capture the subtlety and vibrancy of the U.S. marketplace.

Source: Tapestry Segmentation Reference Guide, 2013. Available at <http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

MEDIA AND INTERNET 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

Esri computes Market Potential by combining 2012 Tapestry™ Segmentation data with Doublebase® 2009 data from GfK MRI. Doublebase 2009 is an integration of information from four consumer surveys. Each survey respondent can be identified by Tapestry segment, so a rate of consumption by Tapestry segment can be determined for a product or service for any area.

Every year GfK MRI interviews almost 26,000 adult consumers in the 48 contiguous states for the Survey of the American Consumer™. Data collection for the Survey is a two-stage process, and in each stage the personal approach advances the reliability of the data.

During the initial in-home interview, GfK MRI interviewers observe and verify household and respondent characteristics and collect a wide range of demographic and media usage data.

The interviewer also solicits cooperation for participation in the second, self-administered phase of the data collection process. The interviewer explains how to fill out the questionnaire booklet and arranges for its return to GfK MRI, often by personally picking it up the completed booklet. This level of attention makes it highly likely that participants will complete the questionnaire, further enhancing the reliability of Survey data.

For more information, see

<http://www.gfkmri.com/Products/TheSurveyoftheAmericanConsumer.aspx> 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 2012 US Economic Census data. The US Economic Census is a federally-mandated census of businesses, which surveys all medium, large, and multi-establishment firms as well as compiles data on small firms and select industries from other federal administration records like tax records.

Of particular note are the gross sales estimates per stores category (NAICS code), which we use to calculate demand. 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.