

At A Glance: Paynesville Customer Trade Area Analysis, October 2007



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

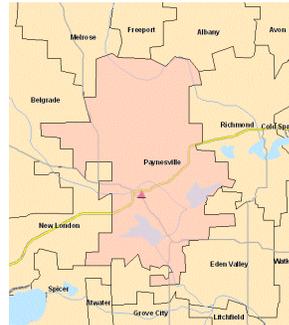
How large is the local retail market ?

The *local* trade area includes the zip code of 56362

6297 people living in 2432 households, whose retail purchases account for \$53 million.

Seasonal Housing: 327 housing units

62% or 1,527 households live within 3 miles of the city center of Paynesville.



What do we know about households in the Paynesville trade area?

Median Household Income	\$49,769	Median Net Worth	\$115,019
Median Disposable Income	\$38,108	Median Age	39.9
Households with related children (under 18 population)	34.4%	Households with persons 65+	29.7%

What do we know about housing in the Paynesville trade area ?

Seasonal housing	327 or 11.6% of total	Renter Occupied Units	370 or 13.2% of total
Median home value	\$149,228		

What types of customers live in the Paynesville trade area ?

	<i>Green Acres</i>	<i>Rustbelt Retirees</i>	<i>Salt of the Earth</i>	<i>Prairie Living</i>
Number	714	816	360	526
Percent of Households	29.6%	33.8%	14.9%	21.8%

Demographics

	<i>Green Acres</i>	<i>Rustbelt Retirees</i>	<i>Salt of the Earth</i>	<i>Prairie Living</i>
Median Age	39.9 years	43.8 years	40.4 years	40.5 years
Median Household Income	\$62,300	\$47,400	\$48,800	\$41,000
Median Home Value	\$179,700	\$118,500	\$122,300	\$96,300

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Data and Methodology **(Organized by Report Section)**

This Trade Area Analysis report was created by the University of Minnesota Extension. Data was compiled and analyzed chiefly through Business Analyst, a GIS software program from ESRI.

Tapestry Segmentation Profile Section:

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.

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 and Leisure Data:

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

More about Mediamark Research:

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 Goods and Services Section:

To estimate consumer spending patterns, the latest (2001-2003) Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics (BLS) were combined with ESRI Community™ Tapestry™ segmentation. A conditional probability model links spending by the consumers surveyed to all households with similar socioeconomic characteristics. Spending patterns are developed by Tapestry markets and updated to 2005 by adjusting to current levels of income. Expenditures represent 2005 annual averages and totals.

More about the Consumer Expenditure Survey (CEX):

These continuing surveys include a Diary Survey for daily purchases and an Interview Survey for general purchases. The Diary Survey represents record-keeping by consumer units (CU) for two consecutive weeklong periods. This component of the CEX collects data on small, daily purchases that could be overlooked by the quarterly Interview Survey. The Interview Survey collects expenditure data from consumers in five interviews conducted every three months. The data from both surveys is integrated to provide a comprehensive database on all consumer expenditures. To compensate for the relatively small CEX survey bases and the variability of single-year data, expenditures are combined from the 2001-2003 surveys. The combined years account for 45,000 independent households nationwide.

Minnesota Retail Establishment Averages:

Average per retail category are derived from the 4-digit report of *2005 Sales and Use Tax Report* by the Minnesota Department of Revenue. This report gives both gross and taxable sales of all sales-tax reporting establishments in Minnesota. Averages are calculated by dividing the total gross sales in each 4-digit category by the total number of establishments.

For the full report, go to <http://www.taxes.state.mn.us/> and navigate to “Publications” ► “research reports” ► “Sales and Use Tax Reports.”

Market Profile Section:

All data derives from the 2000 census from the US Census Bureau, a division of the US Department of Commerce. ESRI demographers created all projections and updates to 2006.

Area ID: 56362

Description: Paynesville Zip

	Number	Percent
Total	2,416	100.0%
17 Green Acres	714	29.6%
29 Rustbelt Retirees	816	33.8%
25 Salt of the Earth	360	14.9%
37 Prairie Living	526	21.8%

29. Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 43.8 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$118,500. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.

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.

37. Prairie Living

Agriculture plays an important part of the Prairie Living economy; small, family-owned farms dominate this stable market located mainly in the Midwest. Two-thirds of the households are married-couple families; the median age is 40.5 years. Homeownership is at 81 percent; the median home value is \$96,300. Although single-family dwellings are characteristic of these communities, 11 percent of the households live in mobile homes. Approximately 36 percent of the housing units were built before 1940. These residents are big country music fans and enjoy hunting, fishing, target shooting, and horseback riding. They work on their vegetable gardens, vehicles, and home projects. Many are members of church boards or civic clubs and get involved in civic issues. Because cable TV can be unavailable in these rural areas, many households have a satellite dish. Families with pet cats or dogs are common.

25. Salt of the Earth

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



Tapestry Segmentation Area Profile: Media

Paynesville

Tapestry LifeMode Groups

2006 Households

	<i>Green Acres</i>	<i>Rustbelt Retire</i>	<i>Prairie Living</i>	<i>Total Households</i>	<i>Total Percentage</i>
Totals	714	816	526	2,416	
Television					
Light viewer of daytime TV	9%	10%	11%	268	11%
Medium viewer of daytime TV	7%	7%	11%	237	10%
Heavy viewer of daytime TV	6%	7%	9%	205	8%
Light viewer of primetime TV	20%	20%	15%	498	21%
Light-medium viewer of primetime TV	23%	22%	22%	486	20%
Medium viewer of primetime TV	21%	20%	19%	497	21%
HH watched 15+ hours of cable TV last week	60%	58%	65%	1312	54%
Watched 1-9 hours of cable TV last week	85%	81%	84%	1802	75%
Watched 10-20 hours of cable TV last week	16%	17%	22%	507	21%
Watched 21+ hours of cable TV last week	3%	3%	4%	107	4%
HH has cable TV available in neighborhood	97%	96%	99%	1901	79%
HH subscribes to cable TV	73%	66%	78%	1342	56%
HH subscribes to digital cable TV	15%	14%	16%	288	12%
HH has pay TV	37%	35%	31%	613	25%
HH has satellite dish	18%	20%	10%	600	25%
HH watched cable TV last week	85%	80%	84%	1818	75%
Magazine					
Light magazine reader	13%	16%	16%	514	21%
Light-medium magazine reader	20%	21%	21%	589	24%
Medium magazine reader	24%	23%	24%	522	22%
Medium-heavy magazine reader	23%	20%	20%	441	18%
Heavy magazine reader	21%	20%	20%	361	15%
Read airline magazines	7%	7%	5%	78	3%
Read automotive magazines	14%	16%	12%	307	13%
Read baby magazines	5%	6%	5%	107	4%
Read boating magazines	3%	4%	3%	55	2%
Read bridal magazines	4%	5%	4%	81	3%
Read business/finance magazines	24%	21%	20%	324	13%
Read computer magazines	8%	8%	7%	131	5%
Read Epicurean magazines	6%	5%	5%	84	3%
Read fishing/hunting magazines	13%	14%	11%	405	17%
Read gardening magazines	6%	4%	5%	125	5%
Read general editorial magazines	50%	49%	49%	1091	45%
Read health magazines	16%	14%	14%	273	11%
Read home service magazines	41%	39%	38%	906	37%
Read motorcycle magazines	4%	3%	2%	99	4%
Read music magazines	9%	10%	10%	224	9%
Read news - weekly magazines	48%	43%	46%	853	35%
Read parenthood magazines	15%	15%	15%	280	12%
Read science/technology magazines	9%	7%	7%	144	6%
Read sports magazines	18%	17%	16%	274	11%
Read travel magazines	11%	10%	9%	162	7%
Read women's fashion magazines	5%	6%	6%	79	3%

	<i>Green Acres</i>	<i>Rustbelt Retire</i>	<i>Prairie Living</i>	<i>Total Households</i>	<i>Total Percentage</i>
Totals	714	816	526	2416	
Newspaper					
Light newspaper reader	14%	17%	15%	451	19%
Light-medium newspaper reader	21%	27%	18%	492	20%
Medium newspaper reader	19%	19%	18%	443	18%
Medium-heavy newspaper reader	23%	19%	25%	544	23%
Heavy newspaper reader	23%	18%	25%	499	21%
Read any daily newspaper	53%	47%	57%	1243	51%
Read one daily newspaper	42%	39%	45%	987	41%
Read two or more daily newspapers	11%	8%	12%	254	11%
Read any Sunday newspaper	69%	64%	71%	1539	64%
Read one Sunday newspaper	60%	57%	60%	1309	54%
Read two or more Sunday newspapers	9%	7%	10%	230	10%
Read newspaper: business/finance section	38%	32%	39%	742	31%
Read newspaper: classified section	34%	37%	34%	912	38%
Read newspaper: comics section	31%	27%	33%	790	33%
Read newspaper: editorial page section	35%	29%	41%	903	37%
Read newspaper: fashion section	16%	14%	15%	330	14%
Read newspaper: food/cooking section	28%	26%	33%	649	27%
Read newspaper: general news section	66%	60%	68%	1555	64%
Read newspaper: home/furnishings/gardening	28%	23%	26%	562	23%
Read newspaper: movie listings/reviews section	32%	30%	31%	575	24%
Read newspaper: science & technology section	22%	17%	21%	423	17%
Read newspaper: sports section	38%	37%	41%	911	38%
Read newspaper: travel section	25%	23%	23%	486	20%
Read newspaper: TV/radio listings section	26%	24%	32%	649	27%
Radio					
Light radio listener	15%	15%	18%	519	21%
Light-medium radio listener	21%	19%	22%	471	19%
Medium radio listener	22%	25%	22%	504	21%
Medium-heavy radio listener	23%	21%	19%	421	17%
Heavy radio listener	19%	20%	19%	514	21%
Radio format listen to: adult contemporary	25%	22%	21%	437	18%
Radio format listen to: all news	8%	3%	6%	68	3%
Radio format listen to: all talk	6%	4%	4%	62	3%
Radio format listen to: alternative	14%	11%	11%	205	8%
Radio format listen to: classic hits	7%	7%	6%	112	5%
Radio format listen to: classic rock	14%	13%	12%	293	12%
Radio format listen to: classical	4%	2%	4%	67	3%
Radio format listen to: contemporary hit radio	20%	21%	18%	339	14%
Radio format listen to: country	22%	25%	19%	761	31%
Radio format listen to: Hispanic	2%	4%	1%	49	2%
Radio format listen to: jazz	6%	5%	4%	56	2%
Radio format listen to: news/talk	17%	14%	17%	342	14%
Radio format listen to: oldies	16%	10%	16%	285	12%
Radio format listen to: public	2%	3%	2%	52	2%
Radio format listen to: religious	6%	6%	5%	150	6%
Radio format listen to: rock	14%	13%	12%	274	11%
Radio format listen to: soft adult contemporary	10%	10%	8%	154	6%
Radio format listen to: sports	7%	7%	5%	80	3%
Radio format listen to: urban	11%	12%	9%	160	7%
Radio format listen to: variety/other	10%	9%	9%	161	7%
Radio listening: auto racing (NASCAR)	7%	7%	7%	194	8%
Radio listening: baseball playoffs/World Series	11%	9%	10%	228	9%
Radio listening: baseball (regular season)	13%	12%	13%	278	11%
Radio listening: basketball (college)	7%	7%	7%	173	7%
Radio listening: basketball (pro)	7%	5%	7%	124	5%
Radio listening: football (college)	10%	12%	10%	253	10%

	<i>Green Acres</i>	<i>Rustbelt Retire</i>	<i>Prairie Living</i>	<i>Total Households</i>	<i>Total Percentage</i>
Totals	714	816	526	2416	
Radio listening: football-Monday night (pro)	8%	8%	8%	168	7%
Radio listening: football-weekend (pro)	11%	13%	14%	256	11%
Radio listening: golf	2%	2%	4%	65	3%
Radio listening: ice hockey	4%	4%	5%	97	4%
Radio listening: NFL playoffs/Superbowl	7%	7%	9%	156	6%
Listen to Radio: 6:00 am - 10:00 am weekday	63%	63%	57%	1353	56%
Listen to Radio: 10:00 am - 3:00 pm weekday	40%	39%	39%	952	39%
Listen to Radio: 3:00 pm - 7:00 pm weekday	54%	56%	47%	1074	44%
Listen to Radio: 7:00 pm - midnight weekday	16%	13%	15%	365	15%
Listen to Radio: midnight - 6:00 am weekday	4%	5%	5%	122	5%
Listen to Radio: 6:00 am - 10:00 am weekend	32%	29%	32%	840	35%
Listen to Radio: 10:00 am - 3:00 pm weekend	44%	44%	43%	942	39%
Listen to Radio: 3:00 pm - 7:00 pm weekend	33%	34%	32%	743	31%
Listen to Radio: 7:00 pm - midnight weekend	14%	14%	15%	341	14%
Listen to Radio: midnight - 6:00 am weekend	4%	4%	4%	105	4%



Tapestry Segmentation Area Profile: Leisure

Paynesville Zip (56362)

2006 Households					
	<i>17 Green Acres</i>	<i>29 Rustbelt Retirees</i>	<i>37 Prairie Living</i>	<i>Total Households</i>	<i>Total Percentage</i>
Totals	714	816	526	2,416	
Hobbies					
Cooked for fun in last 12 months	16%	17%	13%	370	15%
Did crossword puzzle in last 12 months	16%	19%	14%	404	17%
Flew a kite in last 12 months	5%	2%	4%	93	4%
Did furniture refinishing in last 12 months	5%	4%	4%	107	4%
Did indoor gardening/plant care in last 12 months	19%	17%	17%	440	18%
Played musical instrument in last 12 months	9%	5%	5%	163	7%
Did painting/drawing in last 12 months	8%	5%	7%	151	6%
Did photography in last 12 months	15%	11%	11%	296	12%
Read book in last 12 months	45%	42%	37%	1005	42%
Surfed the Internet in last 12 months	35%	27%	20%	665	28%
Played video game in last 12 months	13%	14%	11%	316	13%
Did woodworking in last 12 months	10%	5%	5%	170	7%
Entertainment					
Attended adult education course in last 12 months	8%	6%	3%	138	6%
Attended auto show in last 12 months	11%	8%	5%	204	8%
Went to bar/night club in last 12 months	21%	24%	19%	530	22%
Went to beach in last 12 months	30%	23%	12%	527	22%
Attended dance performance in last 12 months	4%	3%	2%	72	3%
Danced/went dancing in last 12 months	10%	10%	15%	254	11%
Dined out in last 12 months	60%	56%	50%	1336	55%
Dine out < once a month	5%	6%	7%	131	5%
Dine out once a month	8%	6%	4%	155	6%
Dine out 2-3 times a month	13%	15%	16%	343	14%
Dine out once a week	16%	13%	7%	299	12%
Dine out 2+ times per week	13%	11%	12%	280	12%
Attended movies in last 6 months	63%	57%	47%	1346	56%
Attended movies in last 90 days: < once a month	33%	29%	25%	708	29%
Attended movies in last 90 days: once a month	11%	11%	8%	242	10%
Attended movies in last 90 days: 2-3 times a month	8%	7%	4%	157	6%
Attended movies in last 90 days: once/week or more	3%	2%	2%	59	2%
Prefer to see movie after second week of release	29%	29%	20%	626	26%
Went to museum in last 12 months	17%	12%	7%	290	12%
Attended music performance in last 12 months	29%	26%	15%	563	23%
Attended country music performance in last 12 mo	8%	7%	6%	166	7%
Attended rock music performance in last 12 months	11%	8%	6%	197	8%
Went to live theater in last 12 months	18%	14%	12%	335	14%
Visited a theme park in last 12 months	22%	21%	12%	477	20%
Went to zoo in last 12 months	15%	13%	6%	278	12%
Played backgammon in last 12 months	2%	2%	2%	51	2%
Played billiards/pool in last 12 months	8%	8%	7%	190	8%
Played bingo in last 12 months	4%	7%	5%	122	5%
Did birdwatching in last 12 months	7%	5%	7%	152	6%
Played board game in last 12 months	20%	18%	13%	425	18%

	17 Green Acres	29 Rustbelt Retirees	37 Prairie Living	Total Households	Total Percentage
Totals	714	816	526	2416	
Played cards in last 12 months	26%	23%	26%	591	24%
Played chess in last 12 months	4%	3%	4%	83	3%
Membership					
Member of business club	3%	2%	3%	54	2%
Member of charitable organization	6%	6%	10%	165	7%
Member of church board	6%	5%	11%	159	7%
Member of fraternal order	5%	6%	4%	127	5%
Member of religious club	10%	10%	11%	241	10%
Member of school or college board	1%	1%	1%	32	1%
Member of union	7%	9%	4%	171	7%
Member of veterans club	4%	5%	6%	121	5%
Gambling					
Gambled at casino in last 12 months	19%	23%	13%	440	18%
Gambled at casino 6+ times in last 12 months	2%	3%	1%	53	2%
Gambled in Atlantic City in last 12 months	1%	7%	1%	81	3%
Gambled in Las Vegas in last 12 months	5%	4%	3%	86	4%
Attended horse races in last 12 months	3%	3%	1%	64	3%
Bought lottery ticket in last 12 months	38%	44%	32%	930	39%
Bought lottery ticket in last 12 mo: Daily Drawing	4%	8%	3%	117	5%
Bought lottery ticket in last 12 mo: Instant Game	17%	21%	13%	441	18%
Bought lottery ticket in last 12 mo: Lotto Drawing	27%	29%	24%	640	27%
Played lottery: <2 times in last 30 days	14%	15%	10%	311	13%
Played lottery: 2-5 times in last 30 days	14%	13%	8%	300	12%
Played lottery: 6+ times in last 30 days	11%	15%	13%	321	13%

Retail Goods and Services Report

Paynesville Zip

Summary	2006	2011
Population	6,297	6,783
Households	2,432	2,660
Families	1,734	1,855

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	57	\$1,562.04	\$3,798,870
Men's	61	\$316.05	\$768,622
Women's	54	\$502.72	\$1,222,606
Children's	70	\$310.64	\$755,465
Footwear	32	\$158.24	\$384,846
Watches & Jewelry	75	\$140.33	\$341,291
Apparel Products and Services	91	\$134.06	\$326,040
Computer			
Computers and Hardware for Home Use	78	\$175.60	\$427,060
Software and Accessories for Home Use	75	\$23.69	\$57,621
Entertainment & Recreation	86	\$2,835.09	\$6,894,927
Fees and Admissions	78	\$475.37	\$1,156,104
Membership Fees for Clubs	82	\$134.80	\$327,841
Fees for Participant Sports, excl. Trips	79	\$90.18	\$219,314
Admission to Movie/Theatre/Opera/Ballet	72	\$106.77	\$259,655
Admission to Sporting Events, excl. Trips	78	\$44.43	\$108,063
Fees for Recreational Lessons	78	\$99.19	\$241,231
TV/Video/Sound Equipment	81	\$885.32	\$2,153,095
Community Antenna or Cable Television	86	\$515.06	\$1,252,626
Color Televisions	77	\$97.78	\$237,805
VCRs, Video Cameras, and DVD Players	80	\$32.26	\$78,457
Video Cassettes and DVDs	77	\$40.03	\$97,348
Video Game Hardware and Software	77	\$27.38	\$66,590
Satellite Dishes	87	\$1.92	\$4,664
Rental of Video Cassettes and DVDs	73	\$45.23	\$109,991
Sound Equipment	72	\$121.15	\$294,637
Rental and Repair of TV/Sound Equipment	76	\$4.51	\$10,977
Pets	103	\$428.98	\$1,043,270
Toys and Games	86	\$169.15	\$411,380
Recreational Vehicles and Fees	103	\$422.67	\$1,027,941
Sports/Recreation/Exercise Equipment	67	\$151.08	\$367,420
Photo Equipment and Supplies	83	\$117.33	\$285,350
Reading	85	\$185.18	\$450,367
Food	83	\$6,844.96	\$16,646,947
Food at Home	84	\$4,157.64	\$10,111,373
Bakery and Cereal Products	85	\$612.12	\$1,488,674
Meats, Poultry, Fish, and Eggs	85	\$1,103.82	\$2,684,479
Dairy Products	85	\$455.85	\$1,108,627
Fruits and Vegetables	81	\$698.29	\$1,698,251
Snacks and Other Food at Home	85	\$1,287.56	\$3,131,342
Food Away from Home	81	\$2,687.32	\$6,535,574
Alcoholic Beverages	77	\$439.67	\$1,069,281
Nonalcoholic Beverages at Home	86	\$363.54	\$884,128

Source: ESRI, 2006 Estimates and Projections

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	62	\$2,882.80	\$7,010,978
Vehicle Loans	90	\$5,372.52	\$13,065,971
Health			
Nonprescription Drugs	89	\$101.30	\$246,366
Prescription Drugs	100	\$567.20	\$1,379,437
Eyeglasses and Contact Lenses	90	\$77.60	\$188,720
Home			
Mortgage Payment and Basics	85	\$6,923.79	\$16,838,651
Maintenance and Remodeling Services	89	\$1,588.91	\$3,864,235
Maintenance and Remodeling Materials	101	\$368.55	\$896,323
Utilities, Fuel, and Public Services	87	\$3,686.89	\$8,966,521
Household Furnishings and Equipment			
Household Textiles	81	\$107.12	\$260,505
Furniture	81	\$499.90	\$1,215,754
Floor Coverings	79	\$66.23	\$161,080
Major Appliances	88	\$250.26	\$608,632
Housewares	68	\$70.22	\$170,778
Small Appliances	87	\$32.28	\$78,496
Luggage	76	\$7.74	\$18,830
Telephones and Accessories	31	\$17.24	\$41,924
Household Operations			
Child Care	72	\$299.30	\$727,897
Lawn and Garden	100	\$435.74	\$1,059,708
Moving/Storage/Freight Express	62	\$32.51	\$79,059
Housekeeping Supplies	88	\$660.08	\$1,605,324
Insurance			
Owners and Renters Insurance	95	\$417.86	\$1,016,244
Vehicle Insurance	86	\$1,183.74	\$2,878,858
Life/Other Insurance	95	\$614.53	\$1,494,530
Health Insurance	95	\$1,714.13	\$4,168,759
Personal Care Products	81	\$362.93	\$1,115,702
School Books and Supplies	68	\$79.28	\$192,820
Smoking Products	92	\$458.76	\$1,115,702
Transportation			
Vehicle Purchases (Net Outlay)	91	\$5,315.30	\$12,926,798
Gasoline and Motor Oil	90	\$1,658.77	\$4,034,131
Vehicle Maintenance and Repairs	83	\$884.82	\$2,151,879
Travel			
Airline Fares	76	\$299.58	\$728,575
Lodging on Trips	87	\$345.52	\$840,308
Auto/Truck/Van Rental in Trips	78	\$35.23	\$85,688
Food and Drink on Trips	84	\$385.82	\$938,313

Data Note: The **Spending Potential Index (SPI)** is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.

Definitions:

Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

Sound Equipment includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

Reading includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

Maintenance and Remodeling Materials includes equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

School Books and Supplies includes books and supplies for college, elementary school, high school, and preschool.

Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Source: ESRI, 2006 Estimates and Projections

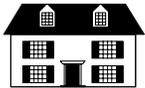
Demographic

Paynesville Zip



2000 Total Population	5,859
2006 Total Population	6,297
2011 Total Population	6,783
2006-2011 Annual Rate	1.50%

2000 Households	2,192
2000 Average Household Size	2.63
2006 Households	2,432
2006 Average Household Size	2.55
2011 Households	2,660
2011 Average Household Size	2.51
2006-2011 Annual Rate	1.81%



2006 Housing Units	2,808
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	13.2%
Vacant Housing Units	13.4%

2011 Housing Units	2,995
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	13.5%
Vacant Housing Units	11.2%

Median Home Value

2000	\$92,143
2006	\$149,228
2011	\$175,493

2000 Owner Occupied HUs by Value

Total	1,841
<50,000	11.8%
\$50,000 - \$99,999	44.5%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	9.2%
\$200,000 - \$299,999	7.6%
\$300,000 - \$499,999	3.0%
\$500,000 - \$999,999	0.7%
\$1,000,000 +	0.3%
Average Home Value	\$119,329

2000 Housing Units by Units in Structure

Total	2,649
1, Detached	84.6%
1, Attached	1.9%
2	1.1%
3 or 4	1.1%
5 to 9	1.7%
10 to 19	3.1%
20 +	1.8%
Mobile Home	4.6%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	2,643
1999 to March 2000	1.4%
1995 to 1998	7.8%
1990 to 1994	5.3%
1980 to 1989	11.8%
1970 to 1979	18.8%
1969 or Earlier	55.0%
Median Year Structure Built	1965

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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 total population. Detail may not sum to totals due to

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



Median Household Income

2000	\$41,821
2006	\$49,769
2011	\$56,782

Per Capita Income

2000	\$17,960
2006	\$22,757
2011	\$27,299

Median Net Worth \$115,019

Median Disposable Income \$38,108

2006 Household by Income

Household Income Base	2,432
<15,000	12.4%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.3%
\$200,000+	1.4%
Average Household Income	\$58,384

2011 Household by Income

Household Income Base	2,660
<15,000	10.3%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	3.3%
\$200,000+	2.6%
Average Household Income	\$69,068

2006 Household by Net Worth

< \$15,000	23%
\$15,000-\$34,999	8%
\$35,000-\$49,999	4%
\$50,000-\$74,999	6%
\$75,000-\$99,999	6%
\$100,000-\$149,999	10%
\$150,000-\$249,999	12%
\$250,000-499,999	15%
500,000 +	16%

2006 Household by Disposable Income

< \$15,000	15%
\$15,000-\$24,999	13%
\$25,000-\$34,999	15%
\$35,000-\$49,999	22%
\$50,000-\$74,999	22%
\$75,000-\$99,999	6%
\$100,000-\$149,999	4%
\$150,000-\$199,999	1%
\$200,000+	1%

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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

**Median Age**

2000	38.1
2006	39.9
2011	40.7

2006 Population by Age

Total	6,297
0 - 4	6.8%
5 - 9	6.9%
10 - 14	6.4%
15 - 24	12.6%
25 - 34	11.0%
35 - 44	13.9%
45 - 54	14.9%
55 - 64	10.5%
65 - 74	7.8%
75 - 84	6.0%
85 +	3.2%
18 +	75.9%

2011 Population by Age

Total	6,783
0 - 4	6.8%
5 - 9	6.7%
10 - 14	7.5%
15 - 24	10.4%
25 - 34	12.0%
35 - 44	12.6%
45 - 54	15.2%
55 - 64	12.8%
65 - 74	7.1%
75 - 84	5.4%
85 +	3.4%
18 +	75.1%

2000 Population 3+ by School Enrollment

Total	5,633
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	13.0%
Enrolled in Grade 9-12	7.8%
Enrolled in College	2.0%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	73.7%

2000 Population 25+ by Educational Attainment

Total	3,835
Less Than 9th Grade	10.5%
9th to 12th Grade, No Diploma	8.3%
High School Graduate	40.3%
Some College, No Degree	20.8%
Associate Degree	6.3%
Bachelor's Degree	10.2%
Master's/Prof/Doctorate Degree	3.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

**2000 Households by Type**

Total	2,191
Family Households	73.4%
Married-couple Family	64.9%
With Related Children	29.2%
Other Family (No Spouse)	8.5%
With Related Children	5.2%
Nonfamily Households	26.7%
Householder Living Alone	23.4%
Householder Not Living Alone	3.2%
Households with Related Children	34.4%
Households with Persons 65+	29.7%

2000 Households by Size

Total	2,192
1 Person Household	23.4%
2 Person Household	35.5%
3 Person Household	14.2%
4 Person Household	14.7%
5 Person Household	8.2%
6 Person Household	2.8%
7 + Person Household	1.2%

2000 Households by Year Householder Moved In

Total	2,192
Moved in 1999 to March 2000	10.1%
Moved in 1995 to 1998	27.0%
Moved in 1990 to 1994	15.9%
Moved in 1980 to 1989	19.2%
Moved in 1970 to 1979	13.6%
Moved in 1969 or Earlier	14.1%
Median Year Householder Moved In	1991

29 Rustbelt Retirees

Segment Code..... 29
Segment Name..... *Rustbelt Retirees*
LifeMode Group L5 *Senior Styles*
Urbanization Group..... U8 *Suburban Periphery II*



Demographic

Married-couple families with no children (34 percent) and singles who live alone (28 percent) comprise most of the households in *Rustbelt Retirees* neighborhoods. One-fifth of the households are married couples with children. This somewhat older market has a median age of 43.8 years. More than one-fifth of residents are aged 65 or older; one-fifth of the householders are aged 75 or older. Seventeen percent of *Rustbelt Retirees* residents are veterans. This is not an ethnically diverse market; more than 90 percent of the residents are white.

Socioeconomic

Approximately 60 percent of employed residents work in professional, management, sales, or office/administrative support positions. Although many are still working, labor force participation is low. Most households derive income from wages. However, 45 percent of households derive income from interest, dividends, and rental properties; 40 percent draw Social Security benefits; and 28 percent receive retirement income. The median household income is \$47,400, just below that of the U.S. median. The median net worth is \$122,700, slightly above the U.S. value. Overall, 83 percent of residents aged 25 years and older have graduated from high school, approximately 28 percent have attended college, and 18 percent hold a bachelor's or graduate degree.

Residential

Most *Rustbelt Retirees* neighborhoods can be found in older, industrial northeastern cities, especially in Pennsylvania, and other states surrounding the Great Lakes; 67 percent of the households are located in the Northeast and Midwest. In addition, 28 percent can be found in the South. Eighty-four percent of these households own single-family homes with a median value of \$118,500. Three-fourths of the housing units were built before 1970. Unlike many retirees, those in the *Rustbelt Retirees* segment are not inclined to move.

Preferences

The hardworking *Rustbelt Retirees* residents are settled; they have lived in the same house for years. Loyal to their country and communities, they participate in volunteer and fund-raising work, visit elected officials, and work for political parties or candidates. Some are members of veterans' clubs. *Rustbelt Retirees* residents are practical individuals who take pride in their homes and gardens. They continue to update their homes with new furnishings and work on remodeling projects. They watch their pennies, looking for bargains at discount stores and warehouse clubs, and use coupons frequently. These residents own shares in tax-exempt funds and have substantial life insurance policies.

They dine out at family restaurants, such as Perkins and Friendly's, and would rather rent a movie on video or DVD than go out to the theater. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crosswords, and playing golf. *Rustbelt Retirees* residents enjoy a variety of programs on TV, especially home shows, sports events, news programs, game shows, and old TV shows. Favorite cable channels include QVC, Home & Garden Television, TV Land, and the Weather Channel. Residents listen to classic rock, oldies, and golf tournaments on the radio. They read the daily newspaper thoroughly.

17 Green Acres

Segment Code..... 17
Segment Name..... *Green Acres*
LifeMode Group L2 *Upscale Avenues*
Urbanization Group..... U10 *Rural I*



Demographic

Married couples, with and without children, comprise 71 percent of the households in *Green Acres*. Many families are blue-collar baby boomers, many with children aged 6–17 years. With more than 9.3 million people, *Green Acres* represents the third largest population of all the Community Tapestry markets, currently more than 3 percent of the U.S. population, and growing by 1.6 percent annually. The median age is 39.9 years. This segment is not ethnically diverse; 94 percent of the residents are white.

Socioeconomic

Green Acres residents are educated and hardworking; more than half who are aged 25 years and older hold a degree or attended college. Labor force participation is approximately 69 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Seventeen percent of households derive income from self-employment ventures. Occupation distributions are similar to the United States. The median household income is \$62,300, and the median net worth is \$151,500.

Residential

Green Acres neighborhoods are located throughout the country but mainly in the Midwest and South. The highest state concentrations are found in Michigan, Ohio, and Pennsylvania. A little bit country, *Green Acres* residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 88 percent. Eighty-seven percent of the household inventory is dominated by single-family dwellings. These newer homes carry a median value of \$179,700. Typical of rural residents, *Green Acres* households own multiple vehicles: 78 percent own two or more vehicles.

Preferences

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

For exercise, *Green Acres* residents ride their mountain bikes and participate in water sports such as waterskiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto racing events. They prefer to listen to college football, NASCAR auto racing, and news-talk programs on the radio and read fishing, hunting, and motorcycle magazines. Accommodating the country lifestyle, many households watch TV by satellite dish instead of cable. Events they enjoy watching on TV include alpine skiing, ski jumping, motorcycle racing, equestrian events, and bicycle racing. A favorite station is the Speed Channel.

37 Prairie Living

Segment Code..... 37
Segment Name..... *Prairie Living*
LifeMode Group L11 *Factories and Farms*
Urbanization Group..... U11 *Rural II*



Demographic

Small, family-owned farms in the Midwest dominate this stable market. Two-thirds of these households are composed of married couples, with and without children. These residents are slightly older, with a median age of 40.5 years. These communities have little ethnic diversity; 93 percent of *Prairie Living* residents are white.

Socioeconomic

The 67 percent labor force participation rate is high; the 4 percent unemployment rate is low. One in four residents who work is self-employed. Agricultural jobs are an important part of the *Prairie Living* economy, although 40 percent of employed residents work in white-collar jobs. Thirty-one percent of households receive Social Security benefits; 43 percent receive investment income. The median household income is \$41,000; the median net worth is \$79,600. Overall, 82 percent of residents aged 25 years and older have graduated from high school. Twenty-nine percent have attended college.

Residential

Prairie Living neighborhoods are primarily located in the Midwest, with much smaller concentrations in the West and South. States with the highest household concentrations are Iowa, Nebraska, Minnesota, and Kansas. Homeownership is at 81 percent and the median home value is \$96,300. Single-family dwellings are characteristic of these farm communities. Notably, 11 percent of housing units are mobile homes, slightly higher than the U.S. percentage. Approximately 36 percent of the housing units in this segment were built before 1940. Due to the long-term decline in agricultural employment and the loss of family farms, household growth in *Prairie Living* neighborhoods is nil. The rural setting renders multiple vehicles a necessity. Approximately three-fourths of households have two or more vehicles; one-third have three or more.

Preferences

Their purchases reflect their rural lifestyle; *Prairie Living* residents buy work boots and hunting clothes. They own separate freezers, coal and wood stoves, and pressure cookers. To fill those freezers, *Prairie Living* residents plant vegetable gardens, in addition to crops, and hunt or fish. To take care of their possessions, *Prairie Living* households own riding lawn mowers, gardening equipment, and vehicle and home repair tools. They service their own vehicles and tackle home improvement projects such as kitchen remodeling. They own pets, particularly dogs. Because cable television is not available in many rural neighborhoods, satellite dishes are frequently used. *Prairie Living* residents are loyal country music fans and tune in to radio and television for their favorite music. They enjoy hunting and fishing. They tend to be political conservatives. They prefer domestic vehicles, especially trucks. Civic-minded *Prairie Living* residents serve on church boards, address public meetings, volunteer for charitable organizations, and help with fund-raising. *Prairie Living* households shop for bargains. Wal-Mart is, by far, their favorite department store, followed by Kmart and J.C. Penney. They often rely on a Wal-Mart Supercenter for their extra grocery shopping.



25 Salt of the Earth

Segment Code..... 25
Segment Name..... *Salt of the Earth*
LifeMode Group L11 *Factories and Farms*
Urbanization Group..... U10 *Rural I*



Demographic

Salt of the Earth households are dominated by married couples with children (36 percent) and without (29 percent). Both household percentages are higher than the U.S. values. One-fifth of households are composed of singles who live alone. The average household size for this market is 2.60, extremely close to the U.S. value of 2.59; however, the average family size is 3.00, falling below the U.S. average of 3.14. With their median age of 40.4 years, this is a slightly older market. Because ethnic diversity in these neighborhoods is negligible—95 percent of the residents are white—*Salt of the Earth* neighborhoods are the least diverse of all the Community Tapestry segments.

Socioeconomic

Employed *Salt of the Earth* residents work in a variety of occupations including management and professional positions and unskilled labor jobs. Higher-than-average proportions work in skilled labor occupations. Approximately one-fifth work in the manufacturing industry. The 66 percent labor force participation is high, and unemployment is low at 5 percent. The median household income is \$48,800, closer to the U.S. median than any other Community Tapestry segment. Besides wages, household income is supplemented by interest income, dividends, rental income, self-employment income, retirement income, and Social Security benefits, all above national proportions. The median net worth for this market is \$100,100. One-fourth of *Salt of the Earth* residents aged 25 years and older have attended college; 13 percent hold a bachelor's or graduate degree.

Residential

Salt of the Earth neighborhoods are located in rural areas throughout the United States. Nearly half of the households are in the Midwest; the other half are found almost entirely in the South and Northeast. States with the highest concentrations of these households are Pennsylvania, Ohio, Indiana, and Michigan. Homeownership is at 86 percent, and the median home value is \$122,300. The majority of households are single-family units (83 percent); 12 percent are mobile homes. Twenty-two percent of the housing units were built before 1940.

Preferences

Salt of the Earth residents are rooted in their settled, traditional, and hardworking lifestyles. Independent and self-reliant, they take on small home improvement and remodeling projects themselves. They also spend a lot of time and money on their vegetable and flower gardens, owning the necessary tools and equipment to make them a success. Twenty-eight percent of the households own three or more vehicles, making *Salt of the Earth* one of the top segments with this distinction. These rural households typically own or lease many vehicles including a truck. Many own a motorcycle. Overall, they prefer domestic vehicles to imports and handle the maintenance themselves. Most residents carry insurance policies to protect themselves and their families and invest in annuities, certificates of deposit, and U.S. savings bonds. Families often have two or more pets, either dogs or cats.

Salt of the Earth residents enjoy dining out, generally at family restaurants such as Ponderosa, Big Boy, and Bob Evans Farms. However, baking is a favorite home activity. They enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites. They read fishing and hunting magazines also. Their radio dials are often tuned to country music stations, but they also like to follow NASCAR auto racing. Many households have a satellite dish. Favorite stations include CMT, Outdoor Life Network, and the Speed Channel. In addition to watching horse racing, auto racing, and truck and tractor pulls/mud racing on TV, a favorite weekly show is *According to Jim*. Families travel to vacation destinations by car; for overnight stays, they prefer a Super 8 motel.

State of Minnesota Average Sales per Establishment for Selected Retail Goods and Services Categories

Average sales per establishment are used to give a basic "ballpark" figure for the gross sales needs of a store type in a community. These are broad averages for the state as a whole and do not reflect differences in income, tourism, agglomeration, establishments, or communities. Further, the business counts are based on the number of sales tax returns filed and are converted to "full time equivalents."

<i>Business Activity / Store Type</i>	<i>NAICS</i>	<i>Total Gross Sales</i>	<i>Est</i>	<i>Ave Sales/Est.</i>
RETAIL TRADE (44-45)				
Automobile Dealers	4411	\$9,721,609,227	891	\$10,910,897
Other Motor Vehicle Dealers	4412	\$2,262,832,420	750	\$3,017,110
Automotive Parts, Accessories, and Tire Stores	4413	\$1,413,922,279	1,396	\$1,012,838
Furniture Stores	4421	\$1,203,292,558	901	\$1,335,508
Home Furnishings Stores	4422	\$1,321,685,381	1,833	\$721,050
Electronics and Appliance Stores	4431	\$3,759,061,795	2,200	\$1,708,664
Building Material and Supplies Dealers	4441	\$6,607,942,812	2,037	\$3,243,958
Lawn and Garden Equipment and Supplies Stores	4442	\$887,222,394	616	\$1,440,296
Grocery Stores	4451	\$8,521,043,482	1,736	\$4,908,435
Specialty Food Stores	4452	\$628,855,813	1,104	\$569,616
Beer, Wine, and Liquor Stores	4453	\$1,047,330,896	1,014	\$1,032,871
Health and Personal Care Stores	4461	\$3,099,832,207	1,287	\$2,408,572
Gasoline Stations	4471	\$7,869,843,100	2,196	\$3,583,717
Clothing Stores	4481	\$1,179,149,387	1,220	\$966,516
Shoe Stores	4482	\$263,942,507	337	\$783,212
Jewelry, Luggage, and Leather Goods Stores	4483	\$440,464,917	1,481	\$297,410
Sporting Goods, Hobby, and Musical Instrument Stores	4511	\$1,684,255,547	3,152	\$534,345
Book, Periodical, and Music Stores	4512	\$781,971,122	1,464	\$534,133
Department Stores	4521	\$487,117,829	50	\$9,742,357
Other General Merchandise Stores	4529	\$758,390,916	514	\$1,475,469
Florists	4531	\$191,081,199	917	\$208,376
Office Supplies, Stationery, and Gift Stores	4532	\$1,133,627,703	2,638	\$429,730
Used Merchandise Stores	4533	\$243,949,180	2,667	\$91,470
Other Miscellaneous Store Retailers	4539	\$4,290,138,326	12,370	\$346,818
Electronic Shopping and Mail-Order Houses	4541	\$1,524,975,938	808	\$1,887,346
Vending Machine Operators	4542	\$143,227,712	639	\$224,144
Direct Selling Establishments	4543	\$1,829,240,050	2,218	\$824,725
ARTS, ENTERTAINMENT, AND RECREATION (71)				
Performing Arts Companies	7111	\$21,009,097	57	\$368,581
Spectator Sports	7112	\$166,628,917	93	\$1,791,709
Promoters of Performing Arts, Sports, and Similar Events	7113	\$9,520,273	53	\$179,628
Independent Artists, Writers, and Performers	7115	\$28,319,122	540	\$52,443
Museums, Historical Sites, and Similar Institutions	7121	\$20,162,259	146	\$138,098
Amusement Parks and Arcades	7131	\$95,869,607	52	\$1,843,646
Gambling Industries	7132	\$461,463,839	16	\$28,841,490
Other Amusement and Recreation Industries	7139	\$1,164,071,401	2,166	\$537,429
ACCOMODATION AND FOOD SERVICE (72)				
Traveler Accommodation	7211	\$1,506,616,954	2,141	\$703,698
RV (Recreational Vehicle) Parks and Recreational Camps	7212	\$37,547,642	314	\$119,578
Rooming and Boarding Houses	7213	\$4,764,789	57	\$83,593
Full-Service Restaurants	7221	\$4,591,877,892	6,435	\$713,579
Limited-Service Eating Places	7222	\$1,107,627,050	2,076	\$533,539
Special Food Services	7223	\$216,203,221	605	\$357,361
Drinking Places (Alcoholic Beverages)	7224	\$754,498,888	1,642	\$459,500

OTHER SERVICES (81)

Automotive Repair and Maintenance	8111	\$1,684,977,265	5,157	\$326,736
Electronic and Precision Equipment Repair and Maintenance	8112	\$179,867,709	566	\$317,787
Personal and Household Goods Repair and Maintenance	8114	\$412,778,893	2,765	\$149,287
Personal Care Services	8121	\$415,550,143	3,924	\$105,900
Death Care Services	8122	\$74,002,883	163	\$454,005
Drycleaning and Laundry Services	8123	\$301,375,003	506	\$595,603
Other Personal Services	8129	\$658,348,774	3,305	\$199,198

Source: Minnesota Sales and Use Tax Report, 2005 from the Minnesota Department of Revenue, Research Division