



Retail Market Potential

Faribault city, MN (2720546)
Place

Demographic Summary	2015	2020
Population	24,090	24,555
Population 18+	18,391	18,697
Households	8,609	8,826
Median Household Income	\$51,999	\$57,644

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	9,005	49.0%	101
Bought any women's clothing in last 12 months	8,118	44.1%	98
Bought clothing for child <13 years in last 6 months	5,537	30.1%	107
Bought any shoes in last 12 months	9,904	53.9%	98
Bought costume jewelry in last 12 months	3,810	20.7%	104
Bought any fine jewelry in last 12 months	3,628	19.7%	102
Bought a watch in last 12 months	2,088	11.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	7,610	88.4%	104
HH bought/leased new vehicle last 12 mo	706	8.2%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	16,342	88.9%	104
Bought/changed motor oil in last 12 months	10,174	55.3%	111
Had tune-up in last 12 months	5,840	31.8%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,732	63.8%	97
Drank regular cola in last 6 months	9,049	49.2%	107
Drank beer/ale in last 6 months	7,672	41.7%	99
Cameras (Adults)			
Own digital point & shoot camera	5,967	32.4%	100
Own digital single-lens reflex (SLR) camera	1,322	7.2%	84
Bought any camera in last 12 months	1,305	7.1%	98
Bought memory card for camera in last 12 months	1,102	6.0%	104
Printed digital photos in last 12 months	709	3.9%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,182	39.1%	107
Have a smartphone	8,695	47.3%	97
Have an iPhone	2,762	15.0%	80
Number of cell phones in household: 1	2,805	32.6%	101
Number of cell phones in household: 2	3,214	37.3%	101
Number of cell phones in household: 3+	2,066	24.0%	96
HH has cell phone only (no landline telephone)	3,739	43.4%	115
Computers (Households)			
HH owns a computer	6,512	75.6%	99
HH owns desktop computer	4,299	49.9%	103
HH owns laptop/notebook	4,170	48.4%	95
Spent <\$500 on most recent home computer	1,383	16.1%	114
Spent \$500-\$999 on most recent home computer	1,766	20.5%	101
Spent \$1,000-\$1,499 on most recent home computer	806	9.4%	94
Spent \$1,500-\$1,999 on most recent home computer	299	3.5%	75
Spent \$2,000+ on most recent home computer	303	3.5%	91

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	11,898	64.7%	107
Bought brewed coffee at convenience store in last 30 days	2,940	16.0%	104
Bought cigarettes at convenience store in last 30 days	3,180	17.3%	132
Bought gas at convenience store in last 30 days	7,283	39.6%	119
Spent at convenience store in last 30 days: <\$20	1,489	8.1%	99
Spent at convenience store in last 30 days: \$20-\$39	1,519	8.3%	91
Spent at convenience store in last 30 days: \$40-\$50	1,492	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	935	5.1%	112
Spent at convenience store in last 30 days: \$100+	5,160	28.1%	122
Entertainment (Adults)			
Attended a movie in last 6 months	10,930	59.4%	99
Went to live theater in last 12 months	2,046	11.1%	89
Went to a bar/night club in last 12 months	2,975	16.2%	95
Dined out in last 12 months	8,264	44.9%	100
Gambled at a casino in last 12 months	2,533	13.8%	94
Visited a theme park in last 12 months	3,040	16.5%	92
Viewed movie (video-on-demand) in last 30 days	2,607	14.2%	91
Viewed TV show (video-on-demand) in last 30 days	1,816	9.9%	81
Watched any pay-per-view TV in last 12 months	2,333	12.7%	97
Downloaded a movie over the Internet in last 30 days	996	5.4%	82
Downloaded any individual song in last 6 months	3,487	19.0%	92
Watched a movie online in the last 30 days	2,068	11.2%	83
Watched a TV program online in last 30 days	2,123	11.5%	86
Played a video/electronic game (console) in last 12 months	2,161	11.8%	103
Played a video/electronic game (portable) in last 12 months	823	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	6,123	33.3%	105
Used ATM/cash machine in last 12 months	8,947	48.6%	100
Own any stock	1,166	6.3%	81
Own U.S. savings bond	760	4.1%	72
Own shares in mutual fund (stock)	1,169	6.4%	85
Own shares in mutual fund (bonds)	761	4.1%	84
Have interest checking account	5,378	29.2%	101
Have non-interest checking account	5,353	29.1%	103
Have savings account	10,066	54.7%	102
Have 401K retirement savings plan	2,741	14.9%	101
Own/used any credit/debit card in last 12 months	13,622	74.1%	100
Avg monthly credit card expenditures: <\$111	2,454	13.3%	113
Avg monthly credit card expenditures: \$111-\$225	1,073	5.8%	90
Avg monthly credit card expenditures: \$226-\$450	1,069	5.8%	92
Avg monthly credit card expenditures: \$451-\$700	908	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	667	3.6%	84
Avg monthly credit card expenditures: \$1,001+	1,073	5.8%	64
Did banking online in last 12 months	6,529	35.5%	101
Did banking on mobile device in last 12 months	1,904	10.4%	100
Paid bills online in last 12 months	7,586	41.2%	99

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	13,470	73.2%	102
Used bread in last 6 months	17,751	96.5%	102
Used chicken (fresh or frozen) in last 6 mos	13,227	71.9%	101
Used turkey (fresh or frozen) in last 6 mos	3,317	18.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	10,090	54.9%	98
Used fresh fruit/vegetables in last 6 months	16,032	87.2%	100
Used fresh milk in last 6 months	16,791	91.3%	102
Used organic food in last 6 months	2,985	16.2%	82
Health (Adults)			
Exercise at home 2+ times per week	5,062	27.5%	96
Exercise at club 2+ times per week	1,904	10.4%	80
Visited a doctor in last 12 months	13,675	74.4%	98
Used vitamin/dietary supplement in last 6 months	9,309	50.6%	94
Home (Households)			
Any home improvement in last 12 months	2,417	28.1%	102
Used housekeeper/maid/professional HH cleaning service in last 12	882	10.2%	78
Purchased low ticket HH furnishings in last 12 months	1,330	15.4%	99
Purchased big ticket HH furnishings in last 12 months	1,782	20.7%	98
Purchased bedding/bath goods in last 12 months	4,499	52.3%	98
Purchased cooking/serving product in last 12 months	1,988	23.1%	95
Bought any small kitchen appliance in last 12 months	1,844	21.4%	96
Bought any large kitchen appliance in last 12 months	1,098	12.8%	99
Insurance (Adults/Households)			
Currently carry life insurance	8,616	46.8%	108
Carry medical/hospital/accident insurance	11,848	64.4%	100
Carry homeowner insurance	9,385	51.0%	107
Carry renter's insurance	1,267	6.9%	93
Have auto insurance: 1 vehicle in household covered	2,863	33.3%	106
Have auto insurance: 2 vehicles in household covered	2,499	29.0%	104
Have auto insurance: 3+ vehicles in household covered	1,859	21.6%	98
Pets (Households)			
Household owns any pet	4,907	57.0%	107
Household owns any cat	2,116	24.6%	108
Household owns any dog	3,773	43.8%	110
Psychographics (Adults)			
Buying American is important to me	8,538	46.4%	108
Usually buy items on credit rather than wait	1,995	10.8%	95
Usually buy based on quality - not price	3,124	17.0%	95
Price is usually more important than brand name	5,232	28.4%	104
Usually use coupons for brands I buy often	3,487	19.0%	101
Am interested in how to help the environment	2,987	16.2%	97
Usually pay more for environ safe product	2,044	11.1%	88
Usually value green products over convenience	1,561	8.5%	83
Likely to buy a brand that supports a charity	6,450	35.1%	102
Reading (Adults)			
Bought digital book in last 12 months	1,908	10.4%	93
Bought hardcover book in last 12 months	3,931	21.4%	95
Bought paperback book in last 12 month	5,792	31.5%	93
Read any daily newspaper (paper version)	5,166	28.1%	100
Read any digital newspaper in last 30 days	5,600	30.4%	97
Read any magazine (paper/electronic version) in last 6 months	16,589	90.2%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	14,400	78.3%	104
Went to family restaurant/steak house: 4+ times a month	5,929	32.2%	112
Went to fast food/drive-in restaurant in last 6 months	17,006	92.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	8,147	44.3%	109
Fast food/drive-in last 6 months: eat in	6,869	37.3%	103
Fast food/drive-in last 6 months: home delivery	1,623	8.8%	112
Fast food/drive-in last 6 months: take-out/drive-thru	10,003	54.4%	116
Fast food/drive-in last 6 months: take-out/walk-in	3,628	19.7%	101
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,449	18.8%	88
Own any portable MP3 player	5,925	32.2%	96
HH owns 1 TV	1,522	17.7%	88
HH owns 2 TVs	2,348	27.3%	104
HH owns 3 TVs	1,905	22.1%	103
HH owns 4+ TVs	1,712	19.9%	101
HH subscribes to cable TV	4,358	50.6%	100
HH subscribes to fiber optic	340	3.9%	59
HH has satellite dish	2,410	28.0%	110
HH owns DVD/Blu-ray player	5,375	62.4%	101
HH owns camcorder	1,218	14.1%	91
HH owns portable GPS navigation device	2,281	26.5%	96
HH purchased video game system in last 12 mos	659	7.7%	83
HH owns Internet video device for TV	282	3.3%	75
Travel (Adults)			
Domestic travel in last 12 months	8,954	48.7%	97
Took 3+ domestic non-business trips in last 12 months	2,110	11.5%	92
Spent on domestic vacations in last 12 months: <\$1,000	1,995	10.8%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,008	5.5%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	633	3.4%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	601	3.3%	85
Spent on domestic vacations in last 12 months: \$3,000+	750	4.1%	75
Domestic travel in the 12 months: used general travel website	1,144	6.2%	88
Foreign travel in last 3 years	3,199	17.4%	73
Took 3+ foreign trips by plane in last 3 years	488	2.7%	61
Spent on foreign vacations in last 12 months: <\$1,000	528	2.9%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	511	2.8%	91
Spent on foreign vacations in last 12 months: \$3,000+	555	3.0%	61
Foreign travel in last 3 years: used general travel website	775	4.2%	77
Nights spent in hotel/motel in last 12 months: any	7,467	40.6%	98
Took cruise of more than one day in last 3 years	1,374	7.5%	85
Member of any frequent flyer program	2,218	12.1%	72
Member of any hotel rewards program	2,275	12.4%	88

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