



Retail Marketplace Potential

49829 US 71, Bemidji, MN 56601
 Ring: 60 mile radius

Latitude: 47.380
 Longitude: -94.864

Demographic Summary		2016	2021
Population		156,299	159,835
Population 18+		120,739	123,749
Households		63,049	64,529
Median Household Income		\$46,812	\$52,108

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	57,977	48.0%	102
Bought any women's clothing in last 12 months	55,376	45.9%	104
Bought clothing for child <13 years in last 6 months	30,633	25.4%	92
Bought any shoes in last 12 months	64,762	53.6%	100
Bought costume jewelry in last 12 months	22,977	19.0%	97
Bought any fine jewelry in last 12 months	19,886	16.5%	90
Bought a watch in last 12 months	14,322	11.9%	108
Automobiles (Households)			
HH owns/leases any vehicle	57,998	92.0%	107
HH bought/leased new vehicle last 12 mo	5,793	9.2%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	108,651	90.0%	106
Bought/changed motor oil in last 12 months	72,256	59.8%	122
Had tune-up in last 12 months	34,311	28.4%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	72,526	60.1%	92
Drank regular cola in last 6 months	53,384	44.2%	99
Drank beer/ale in last 6 months	50,966	42.2%	99
Cameras (Adults)			
Own digital point & shoot camera	37,880	31.4%	108
Own digital single-lens reflex (SLR) camera	8,888	7.4%	85
Bought any camera in last 12 months	7,187	6.0%	104
Printed digital photos in last 12 months	3,884	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	42,477	35.2%	97
Have a smartphone	58,728	48.6%	83
Have a smartphone: Android phone (any brand)	28,681	23.8%	88
Have a smartphone: Apple iPhone	23,778	19.7%	76
Number of cell phones in household: 1	21,592	34.2%	107
Number of cell phones in household: 2	25,633	40.7%	109
Number of cell phones in household: 3+	11,729	18.6%	73
HH has cell phone only (no landline telephone)	23,124	36.7%	88
Computers (Households)			
HH owns a computer	47,524	75.4%	98
HH owns desktop computer	29,018	46.0%	102
HH owns laptop/notebook	32,229	51.1%	94
HH owns any Apple/Mac brand computer	6,198	9.8%	65
HH owns any PC/non-Apple brand computer	43,867	69.6%	102
HH purchased most recent computer in a store	23,525	37.3%	99
HH purchased most recent computer online	8,177	13.0%	99
Spent <\$500 on most recent home computer	9,440	15.0%	103
Spent \$500-\$999 on most recent home computer	13,576	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	5,041	8.0%	84
Spent \$1,500-\$1,999 on most recent home computer	2,234	3.5%	78
Spent \$2,000+ on most recent home computer	1,934	3.1%	78

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 2016 and 2021.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	57,150	47.3%	93
Bought brewed coffee at convenience store in last 30 days	18,899	15.7%	100
Bought cigarettes at convenience store in last 30 days	17,553	14.5%	116
Bought gas at convenience store in last 30 days	49,263	40.8%	124
Spent at convenience store in last 30 days: <\$20	7,604	6.3%	78
Spent at convenience store in last 30 days: \$20-\$39	9,906	8.2%	91
Spent at convenience store in last 30 days: \$40-\$50	9,582	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	5,876	4.9%	110
Spent at convenience store in last 30 days: \$100+	35,517	29.4%	128
Entertainment (Adults)			
Attended a movie in last 6 months	63,148	52.3%	88
Went to live theater in last 12 months	13,379	11.1%	85
Went to a bar/night club in last 12 months	18,039	14.9%	89
Dined out in last 12 months	54,270	44.9%	100
Gambled at a casino in last 12 months	16,404	13.6%	99
Visited a theme park in last 12 months	14,668	12.1%	69
Viewed movie (video-on-demand) in last 30 days	16,076	13.3%	78
Viewed TV show (video-on-demand) in last 30 days	10,255	8.5%	66
Watched any pay-per-view TV in last 12 months	15,598	12.9%	98
Downloaded a movie over the Internet in last 30 days	6,059	5.0%	70
Downloaded any individual song in last 6 months	20,131	16.7%	82
Watched a movie online in the last 30 days	13,355	11.1%	69
Watched a TV program online in last 30 days	12,470	10.3%	69
Played a video/electronic game (console) in last 12 months	11,933	9.9%	95
Played a video/electronic game (portable) in last 12 months	5,350	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	37,702	31.2%	100
Used ATM/cash machine in last 12 months	53,032	43.9%	89
Own any stock	8,476	7.0%	92
Own U.S. savings bond	7,192	6.0%	113
Own shares in mutual fund (stock)	8,341	6.9%	95
Own shares in mutual fund (bonds)	5,639	4.7%	96
Have interest checking account	37,068	30.7%	109
Have non-interest checking account	36,932	30.6%	108
Have savings account	65,977	54.6%	101
Have 401K retirement savings plan	16,045	13.3%	91
Own/used any credit/debit card in last 12 months	91,721	76.0%	102
Avg monthly credit card expenditures: <\$111	14,993	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	8,965	7.4%	108
Avg monthly credit card expenditures: \$226-\$450	7,861	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	5,879	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	4,285	3.5%	82
Avg monthly credit card expenditures: \$1,001+	10,291	8.5%	94
Did banking online in last 12 months	38,963	32.3%	90
Did banking on mobile device in last 12 months	12,886	10.7%	76
Paid bills online in last 12 months	46,743	38.7%	90

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	47,262	75.0%	108
Used bread in last 6 months	60,130	95.4%	102
Used chicken (fresh or frozen) in last 6 months	42,925	68.1%	99
Used turkey (fresh or frozen) in last 6 months	10,674	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	33,441	53.0%	97
Used fresh fruit/vegetables in last 6 months	54,450	86.4%	101
Used fresh milk in last 6 months	56,815	90.1%	102
Used organic food in last 6 months	9,107	14.4%	73
Health (Adults)			
Exercise at home 2+ times per week	32,587	27.0%	95
Exercise at club 2+ times per week	11,347	9.4%	72
Visited a doctor in last 12 months	93,586	77.5%	102
Used vitamin/dietary supplement in last 6 months	66,558	55.1%	104
Home (Households)			
Any home improvement in last 12 months	18,725	29.7%	111
Used housekeeper/maid/professional HH cleaning service in last 12	7,214	11.4%	87
Purchased low ticket HH furnishings in last 12 months	9,167	14.5%	90
Purchased big ticket HH furnishings in last 12 months	11,872	18.8%	90
Bought any small kitchen appliance in last 12 months	14,360	22.8%	103
Bought any large kitchen appliance in last 12 months	8,338	13.2%	104
Insurance (Adults/Households)			
Currently carry life insurance	57,969	48.0%	112
Carry medical/hospital/accident insurance	83,639	69.3%	106
Carry homeowner insurance	66,463	55.0%	117
Carry renter's insurance	9,002	7.5%	92
Have auto insurance: 1 vehicle in household covered	19,289	30.6%	99
Have auto insurance: 2 vehicles in household covered	18,129	28.8%	101
Have auto insurance: 3+ vehicles in household covered	17,294	27.4%	126
Pets (Households)			
Household owns any pet	38,052	60.4%	112
Household owns any cat	17,168	27.2%	121
Household owns any dog	30,479	48.3%	119
Psychographics (Adults)			
Buying American is important to me	60,507	50.1%	118
Usually buy items on credit rather than wait	12,848	10.6%	91
Usually buy based on quality - not price	21,150	17.5%	98
Price is usually more important than brand name	32,301	26.8%	102
Usually use coupons for brands I buy often	23,820	19.7%	104
Am interested in how to help the environment	14,779	12.2%	75
Usually pay more for environ safe product	11,100	9.2%	72
Usually value green products over convenience	11,111	9.2%	88
Likely to buy a brand that supports a charity	41,616	34.5%	99
Reading (Adults)			
Bought digital book in last 12 months	14,028	11.6%	88
Bought hardcover book in last 12 months	23,363	19.4%	92
Bought paperback book in last 12 month	35,945	29.8%	95
Read any daily newspaper (paper version)	33,351	27.6%	106
Read any digital newspaper in last 30 days	35,704	29.6%	89
Read any magazine (paper/electronic version) in last 6 months	109,474	90.7%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	89,541	74.2%	99
Went to family restaurant/steak house: 4+ times a month	33,978	28.1%	102
Went to fast food/drive-in restaurant in last 6 months	109,501	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	46,046	38.1%	97
Fast food/drive-in last 6 months: eat in	47,576	39.4%	108
Fast food/drive-in last 6 months: home delivery	7,997	6.6%	86
Fast food/drive-in last 6 months: take-out/drive-thru	57,247	47.4%	102
Fast food/drive-in last 6 months: take-out/walk-in	20,447	16.9%	87
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	32,983	27.3%	86
Own e-reader/tablet: iPad	13,670	11.3%	74
Own any portable MP3 player	33,571	27.8%	90
HH owns 1 TV	11,823	18.8%	92
HH owns 2 TVs	16,994	27.0%	104
HH owns 3 TVs	14,458	22.9%	107
HH owns 4+ TVs	12,175	19.3%	102
HH subscribes to cable TV	25,567	40.6%	82
HH subscribes to fiber optic	1,820	2.9%	38
HH has satellite dish	25,240	40.0%	158
HH owns DVD/Blu-ray player	39,806	63.1%	104
HH owns camcorder	8,628	13.7%	98
HH owns portable GPS navigation device	19,243	30.5%	111
HH purchased video game system in last 12 mos	3,419	5.4%	68
HH owns Internet video device for TV	3,177	5.0%	71
Travel (Adults)			
Domestic travel in last 12 months	59,953	49.7%	99
Took 3+ domestic non-business trips in last 12 months	13,178	10.9%	98
Spent on domestic vacations in last 12 months: <\$1,000	12,166	10.1%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,488	5.4%	92
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,724	3.1%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,900	4.1%	104
Spent on domestic vacations in last 12 months: \$3,000+	7,301	6.0%	110
Domestic travel in the 12 months: used general travel website	6,900	5.7%	84
Foreign travel in last 3 years	21,507	17.8%	74
Took 3+ foreign trips by plane in last 3 years	3,641	3.0%	67
Spent on foreign vacations in last 12 months: <\$1,000	4,098	3.4%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,895	2.4%	74
Spent on foreign vacations in last 12 months: \$3,000+	4,261	3.5%	71
Foreign travel in last 3 years: used general travel website	4,600	3.8%	68
Nights spent in hotel/motel in last 12 months: any	50,021	41.4%	102
Took cruise of more than one day in last 3 years	8,896	7.4%	88
Member of any frequent flyer program	14,688	12.2%	75
Member of any hotel rewards program	16,236	13.4%	95

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