



# Retail Market Potential

International Falls city  
Place

Demographic Summary	2015	2020
Population	6,155	6,024
Population 18+	4,889	4,813
Households	2,796	2,753
Median Household Income	\$37,709	\$44,326

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,252	46.1%	95
Bought any women's clothing in last 12 months	2,198	45.0%	100
Bought clothing for child <13 years in last 6 months	1,234	25.2%	90
Bought any shoes in last 12 months	2,512	51.4%	94
Bought costume jewelry in last 12 months	869	17.8%	89
Bought any fine jewelry in last 12 months	930	19.0%	98
Bought a watch in last 12 months	509	10.4%	91
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,307	82.5%	97
HH bought/leased new vehicle last 12 mo	158	5.7%	65
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,107	84.0%	99
Bought/changed motor oil in last 12 months	2,550	52.2%	105
Had tune-up in last 12 months	1,443	29.5%	97
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,921	59.7%	91
Drank regular cola in last 6 months	2,466	50.4%	110
Drank beer/ale in last 6 months	1,790	36.6%	87
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,382	28.3%	87
Own digital single-lens reflex (SLR) camera	270	5.5%	64
Bought any camera in last 12 months	357	7.3%	101
Bought memory card for camera in last 12 months	258	5.3%	92
Printed digital photos in last 12 months	172	3.5%	104
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,867	38.2%	104
Have a smartphone	1,827	37.4%	77
Have an iPhone	518	10.6%	57
Number of cell phones in household: 1	1,046	37.4%	116
Number of cell phones in household: 2	961	34.4%	93
Number of cell phones in household: 3+	509	18.2%	72
HH has cell phone only (no landline telephone)	1,153	41.2%	109
<b>Computers (Households)</b>			
HH owns a computer	1,847	66.1%	86
HH owns desktop computer	1,217	43.5%	90
HH owns laptop/notebook	1,109	39.7%	78
Spent <\$500 on most recent home computer	435	15.6%	110
Spent \$500-\$999 on most recent home computer	494	17.7%	87
Spent \$1,000-\$1,499 on most recent home computer	228	8.2%	82
Spent \$1,500-\$1,999 on most recent home computer	92	3.3%	71
Spent \$2,000+ on most recent home computer	69	2.5%	64

**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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,080	63.0%	104
Bought brewed coffee at convenience store in last 30 days	747	15.3%	100
Bought cigarettes at convenience store in last 30 days	977	20.0%	152
Bought gas at convenience store in last 30 days	1,960	40.1%	121
Spent at convenience store in last 30 days: <\$20	367	7.5%	92
Spent at convenience store in last 30 days: \$20-\$39	432	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	405	8.3%	108
Spent at convenience store in last 30 days: \$51-\$99	274	5.6%	123
Spent at convenience store in last 30 days: \$100+	1,318	27.0%	117
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	2,600	53.2%	88
Went to live theater in last 12 months	457	9.3%	75
Went to a bar/night club in last 12 months	758	15.5%	91
Dined out in last 12 months	1,916	39.2%	87
Gambled at a casino in last 12 months	595	12.2%	83
Visited a theme park in last 12 months	707	14.5%	80
Viewed movie (video-on-demand) in last 30 days	677	13.8%	89
Viewed TV show (video-on-demand) in last 30 days	442	9.0%	74
Watched any pay-per-view TV in last 12 months	525	10.7%	82
Downloaded a movie over the Internet in last 30 days	249	5.1%	77
Downloaded any individual song in last 6 months	780	16.0%	78
Watched a movie online in the last 30 days	527	10.8%	79
Watched a TV program online in last 30 days	513	10.5%	78
Played a video/electronic game (console) in last 12 months	625	12.8%	112
Played a video/electronic game (portable) in last 12 months	241	4.9%	110
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,243	25.4%	80
Used ATM/cash machine in last 12 months	1,995	40.8%	84
Own any stock	319	6.5%	84
Own U.S. savings bond	212	4.3%	75
Own shares in mutual fund (stock)	279	5.7%	76
Own shares in mutual fund (bonds)	183	3.7%	76
Have interest checking account	1,276	26.1%	90
Have non-interest checking account	1,420	29.0%	103
Have savings account	2,331	47.7%	89
Have 401K retirement savings plan	557	11.4%	77
Own/used any credit/debit card in last 12 months	3,332	68.2%	92
Avg monthly credit card expenditures: <\$111	631	12.9%	109
Avg monthly credit card expenditures: \$111-\$225	257	5.3%	81
Avg monthly credit card expenditures: \$226-\$450	275	5.6%	89
Avg monthly credit card expenditures: \$451-\$700	228	4.7%	86
Avg monthly credit card expenditures: \$701-\$1,000	184	3.8%	87
Avg monthly credit card expenditures: \$1,001+	265	5.4%	59
Did banking online in last 12 months	1,225	25.1%	71
Did banking on mobile device in last 12 months	326	6.7%	64
Paid bills online in last 12 months	1,641	33.6%	80

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,702	75.7%	106
Used bread in last 6 months	4,708	96.3%	101
Used chicken (fresh or frozen) in last 6 mos	3,434	70.2%	98
Used turkey (fresh or frozen) in last 6 mos	888	18.2%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,585	52.9%	94
Used fresh fruit/vegetables in last 6 months	4,114	84.1%	97
Used fresh milk in last 6 months	4,498	92.0%	102
Used organic food in last 6 months	816	16.7%	85
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,130	23.1%	81
Exercise at club 2+ times per week	384	7.9%	61
Visited a doctor in last 12 months	3,609	73.8%	98
Used vitamin/dietary supplement in last 6 months	2,398	49.0%	92
<b>Home (Households)</b>			
Any home improvement in last 12 months	702	25.1%	91
Used housekeeper/maid/professional HH cleaning service in last 12	257	9.2%	70
Purchased low ticket HH furnishings in last 12 months	455	16.3%	104
Purchased big ticket HH furnishings in last 12 months	529	18.9%	90
Purchased bedding/bath goods in last 12 months	1,470	52.6%	99
Purchased cooking/serving product in last 12 months	641	22.9%	94
Bought any small kitchen appliance in last 12 months	606	21.7%	97
Bought any large kitchen appliance in last 12 months	340	12.2%	94
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,118	43.3%	100
Carry medical/hospital/accident insurance	3,048	62.3%	97
Carry homeowner insurance	2,264	46.3%	97
Carry renter's insurance	341	7.0%	94
Have auto insurance: 1 vehicle in household covered	1,036	37.1%	118
Have auto insurance: 2 vehicles in household covered	693	24.8%	88
Have auto insurance: 3+ vehicles in household covered	473	16.9%	77
<b>Pets (Households)</b>			
Household owns any pet	1,397	50.0%	94
Household owns any cat	627	22.4%	99
Household owns any dog	1,032	36.9%	93
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,423	49.6%	115
Usually buy items on credit rather than wait	522	10.7%	94
Usually buy based on quality - not price	894	18.3%	102
Price is usually more important than brand name	1,434	29.3%	107
Usually use coupons for brands I buy often	1,007	20.6%	109
Am interested in how to help the environment	802	16.4%	98
Usually pay more for environ safe product	573	11.7%	93
Usually value green products over convenience	460	9.4%	92
Likely to buy a brand that supports a charity	1,686	34.5%	101
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	388	7.9%	71
Bought hardcover book in last 12 months	969	19.8%	88
Bought paperback book in last 12 month	1,413	28.9%	85
Read any daily newspaper (paper version)	1,460	29.9%	106
Read any digital newspaper in last 30 days	1,189	24.3%	78
Read any magazine (paper/electronic version) in last 6 months	4,328	88.5%	98

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	3,607	73.8%	98
Went to family restaurant/steak house: 4+ times a month	1,372	28.1%	98
Went to fast food/drive-in restaurant in last 6 months	4,439	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,949	39.9%	98
Fast food/drive-in last 6 months: eat in	1,880	38.5%	106
Fast food/drive-in last 6 months: home delivery	369	7.5%	96
Fast food/drive-in last 6 months: take-out/drive-thru	2,323	47.5%	101
Fast food/drive-in last 6 months: take-out/walk-in	919	18.8%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	697	14.3%	67
Own any portable MP3 player	1,336	27.3%	81
HH owns 1 TV	556	19.9%	99
HH owns 2 TVs	802	28.7%	109
HH owns 3 TVs	620	22.2%	103
HH owns 4+ TVs	462	16.5%	84
HH subscribes to cable TV	1,566	56.0%	110
HH subscribes to fiber optic	77	2.8%	41
HH has satellite dish	644	23.0%	90
HH owns DVD/Blu-ray player	1,635	58.5%	95
HH owns camcorder	352	12.6%	81
HH owns portable GPS navigation device	630	22.5%	82
HH purchased video game system in last 12 mos	171	6.1%	66
HH owns Internet video device for TV	82	2.9%	67
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,911	39.1%	78
Took 3+ domestic non-business trips in last 12 months	456	9.3%	75
Spent on domestic vacations in last 12 months: <\$1,000	428	8.8%	78
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	204	4.2%	69
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	148	3.0%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	126	2.6%	67
Spent on domestic vacations in last 12 months: \$3,000+	190	3.9%	71
Domestic travel in the 12 months: used general travel website	220	4.5%	64
Foreign travel in last 3 years	644	13.2%	55
Took 3+ foreign trips by plane in last 3 years	114	2.3%	53
Spent on foreign vacations in last 12 months: <\$1,000	126	2.6%	61
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	128	2.6%	86
Spent on foreign vacations in last 12 months: \$3,000+	137	2.8%	57
Foreign travel in last 3 years: used general travel website	159	3.3%	59
Nights spent in hotel/motel in last 12 months: any	1,622	33.2%	80
Took cruise of more than one day in last 3 years	293	6.0%	69
Member of any frequent flyer program	456	9.3%	56
Member of any hotel rewards program	468	9.6%	68

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