



Downtown Red Wing
207 East Avenue, Red Wing, MN 55066
Ring: 2 miles radius

Latitude: 44.564255
Longitude: -92.535725

Summary Demographics

2010 Population	12,276
2010 Households	5,254
2010 Median Disposable Income	\$43,827
2010 Per Capita Income	\$27,578

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$128,848,950	\$109,763,798	\$19,085,152	8.0	161
Total Retail Trade (NAICS 44-45)	\$111,336,227	\$98,171,516	\$13,164,711	6.3	129
Total Food & Drink (NAICS 722)	\$17,512,723	\$11,592,282	\$5,920,441	20.3	32

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$26,625,812	\$24,034,677	\$2,591,135	5.1	19
Automobile Dealers (NAICS 4411)	\$22,561,750	\$13,768,249	\$8,793,501	24.2	4
Other Motor Vehicle Dealers (NAICS 4412)	\$2,330,203	\$5,532,203	-\$3,202,000	-40.7	6
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,733,859	\$4,734,225	-\$3,000,366	-46.4	9
Furniture & Home Furnishings Stores (NAICS 442)	\$4,015,452	\$5,539,903	-\$1,524,451	-16.0	11
Furniture Stores (NAICS 4421)	\$2,335,238	\$2,736,325	-\$401,087	-7.9	3
Home Furnishings Stores (NAICS 4422)	\$1,680,214	\$2,803,578	-\$1,123,364	-25.1	8
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,997,847	\$1,340,003	\$2,657,844	49.8	3
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,942,535	\$3,391,310	\$1,551,225	18.6	9
Building Material and Supplies Dealers (NAICS 4441)	\$3,964,834	\$2,956,865	\$1,007,969	14.6	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$977,701	\$434,445	\$543,256	38.5	2
Food & Beverage Stores (NAICS 445)	\$25,058,301	\$17,997,805	\$7,060,496	16.4	14
Grocery Stores (NAICS 4451)	\$21,654,339	\$16,207,669	\$5,446,670	14.4	5
Specialty Food Stores (NAICS 4452)	\$1,707,599	\$283,744	\$1,423,855	71.5	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,696,363	\$1,506,392	\$189,971	5.9	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,267,805	\$6,476,831	-\$2,209,026	-20.6	10
Gasoline Stations (NAICS 447/4471)	\$20,333,428	\$26,639,633	-\$6,306,205	-13.4	6
Clothing and Clothing Accessories Stores (NAICS 448)	\$4,612,149	\$5,084,340	-\$472,191	-4.9	17
Clothing Stores (NAICS 4481)	\$3,288,651	\$1,703,208	\$1,585,443	31.8	8
Shoe Stores (NAICS 4482)	\$528,324	\$2,090,064	-\$1,561,740	-59.6	5
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$795,174	\$1,291,068	-\$495,894	-23.8	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,468,961	\$905,000	\$563,961	23.8	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$512,765	\$499,850	\$12,915	1.3	5
Book, Periodical, and Music Stores (NAICS 4512)	\$956,196	\$405,150	\$551,046	40.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

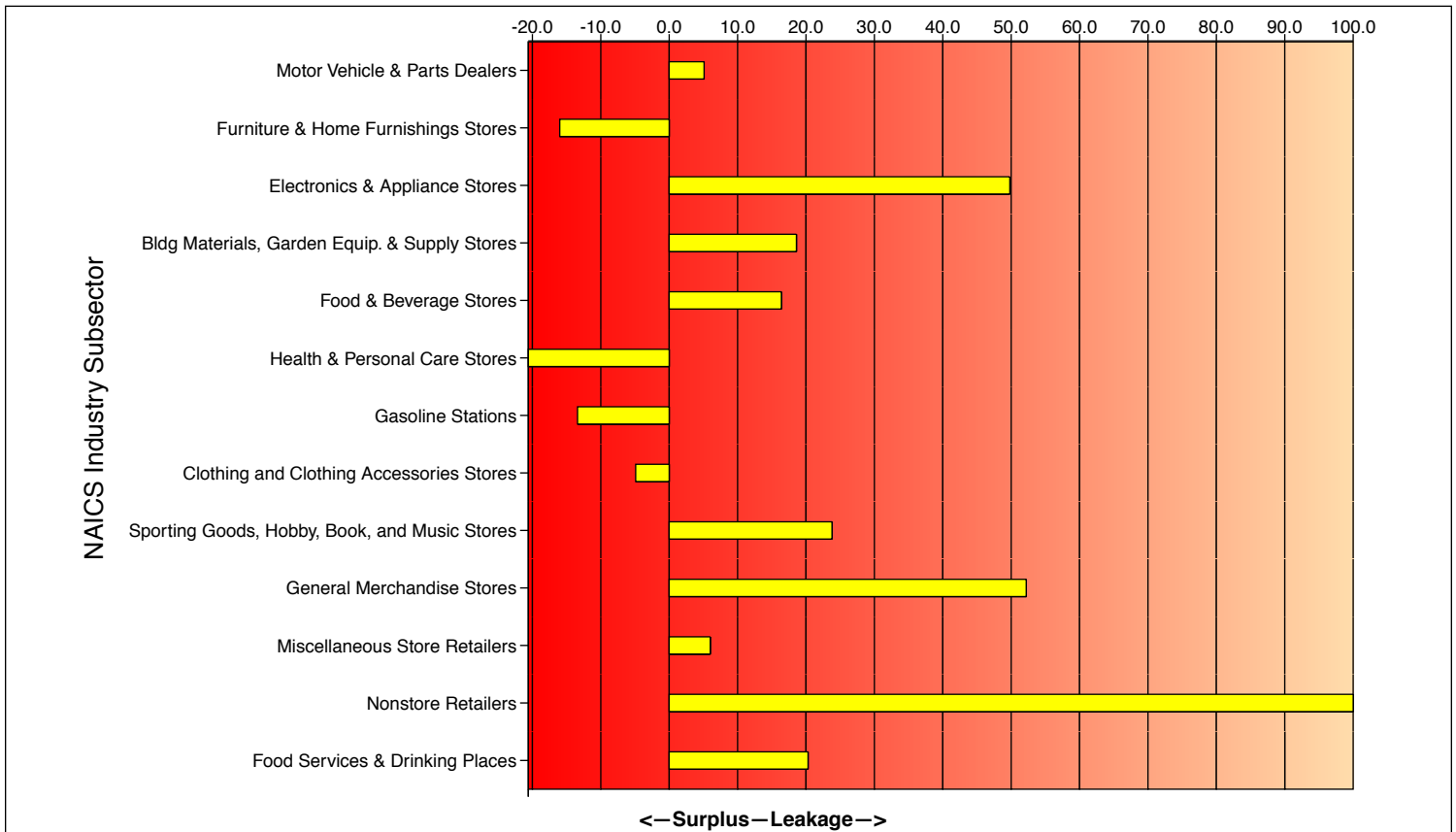


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,850,069	\$4,033,577	\$8,816,492	52.2	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,175,571	\$1,599,577	\$4,575,994	58.9	1
Other General Merchandise Stores (NAICS 4529)	\$6,674,498	\$2,434,000	\$4,240,498	46.6	2
Miscellaneous Store Retailers (NAICS 453)	\$3,073,754	\$2,728,437	\$345,317	6.0	31
Florists (NAICS 4531)	\$313,780	\$380,349	-\$66,569	-9.6	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,281,730	\$1,115,718	\$166,012	6.9	13
Used Merchandise Stores (NAICS 4533)	\$433,952	\$828,952	-\$395,000	-31.3	13
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,044,292	\$403,418	\$640,874	44.3	3
Nonstore Retailers (NAICS 454)	\$90,114	\$0	\$90,114	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$11,740	\$0	\$11,740	100.0	0
Direct Selling Establishments (NAICS 4543)	\$78,374	\$0	\$78,374	100.0	0
Food Services & Drinking Places (NAICS 722)	\$17,512,723	\$11,592,282	\$5,920,441	20.3	32
Full-Service Restaurants (NAICS 7221)	\$8,908,979	\$7,456,701	\$1,452,278	8.9	16
Limited-Service Eating Places (NAICS 7222)	\$7,107,491	\$2,900,186	\$4,207,305	42.0	8
Special Food Services (NAICS 7223)	\$959,722	\$20,496	\$939,226	95.8	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$536,531	\$1,214,899	-\$678,368	-38.7	8

Leakage/Surplus Factor by Industry Subsector

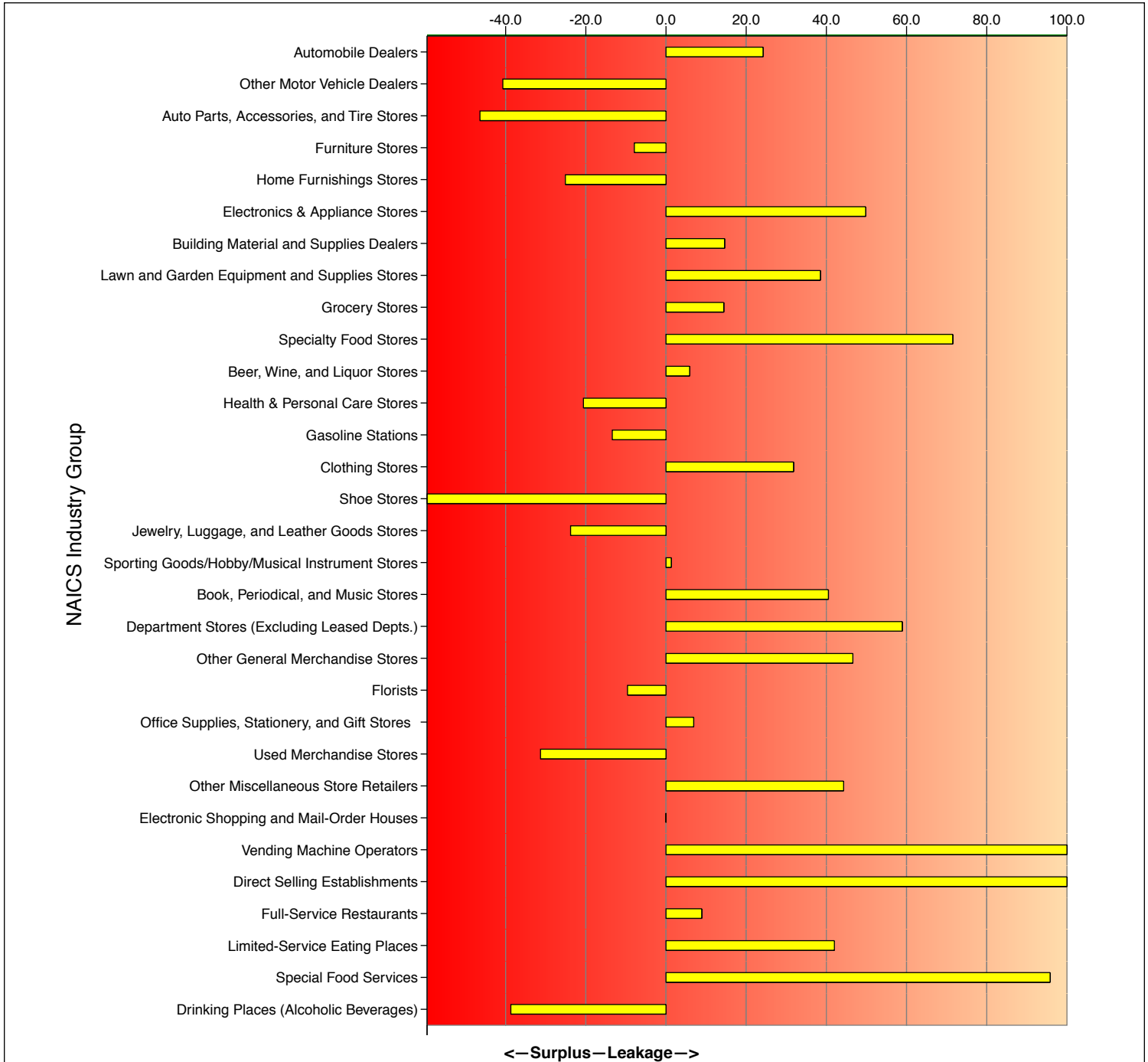


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Leakage/Surplus Factor by Industry Group



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Downtown Red Wing
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Summary Demographics

2010 Population	19,860
2010 Households	8,170
2010 Median Disposable Income	\$45,546
2010 Per Capita Income	\$27,656

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$208,906,548	\$208,120,343	\$786,205	0.2	229
Total Retail Trade (NAICS 44-45)	\$180,667,603	\$189,776,687	-\$9,109,084	-2.5	174
Total Food & Drink (NAICS 722)	\$28,238,945	\$18,343,656	\$9,895,289	21.2	55

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$43,499,868	\$45,884,508	-\$2,384,640	-2.7	27
Automobile Dealers (NAICS 4411)	\$36,818,461	\$29,291,456	\$7,527,005	11.4	8
Other Motor Vehicle Dealers (NAICS 4412)	\$3,944,699	\$11,858,827	-\$7,914,128	-50.1	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,736,708	\$4,734,225	-\$1,997,517	-26.7	9
Furniture & Home Furnishings Stores (NAICS 442)	\$6,259,052	\$8,711,243	-\$2,452,191	-16.4	15
Furniture Stores (NAICS 4421)	\$3,438,874	\$4,685,424	-\$1,246,550	-15.3	5
Home Furnishings Stores (NAICS 4422)	\$2,820,178	\$4,025,819	-\$1,205,641	-17.6	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$6,596,817	\$1,600,651	\$4,996,166	60.9	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$8,049,875	\$18,779,225	-\$10,729,350	-40.0	13
Building Material and Supplies Dealers (NAICS 4441)	\$6,484,474	\$17,638,284	-\$11,153,810	-46.2	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,565,401	\$1,140,941	\$424,460	15.7	3
Food & Beverage Stores (NAICS 445)	\$40,889,823	\$35,235,423	\$5,654,400	7.4	20
Grocery Stores (NAICS 4451)	\$35,692,892	\$32,128,782	\$3,564,110	5.3	7
Specialty Food Stores (NAICS 4452)	\$2,508,452	\$415,392	\$2,093,060	71.6	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,688,479	\$2,691,249	-\$2,770	-0.1	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,686,376	\$7,031,885	-\$345,509	-2.5	16
Gasoline Stations (NAICS 447/4471)	\$32,844,833	\$32,444,423	\$400,410	0.6	8
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,207,612	\$5,506,883	\$1,700,729	13.4	20
Clothing Stores (NAICS 4481)	\$5,139,697	\$1,703,208	\$3,436,489	50.2	8
Shoe Stores (NAICS 4482)	\$765,993	\$2,482,747	-\$1,716,754	-52.8	7
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,301,922	\$1,320,928	-\$19,006	-0.7	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,394,073	\$1,950,584	\$443,489	10.2	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$925,270	\$1,142,107	-\$216,837	-10.5	7
Book, Periodical, and Music Stores (NAICS 4512)	\$1,468,803	\$808,477	\$660,326	29.0	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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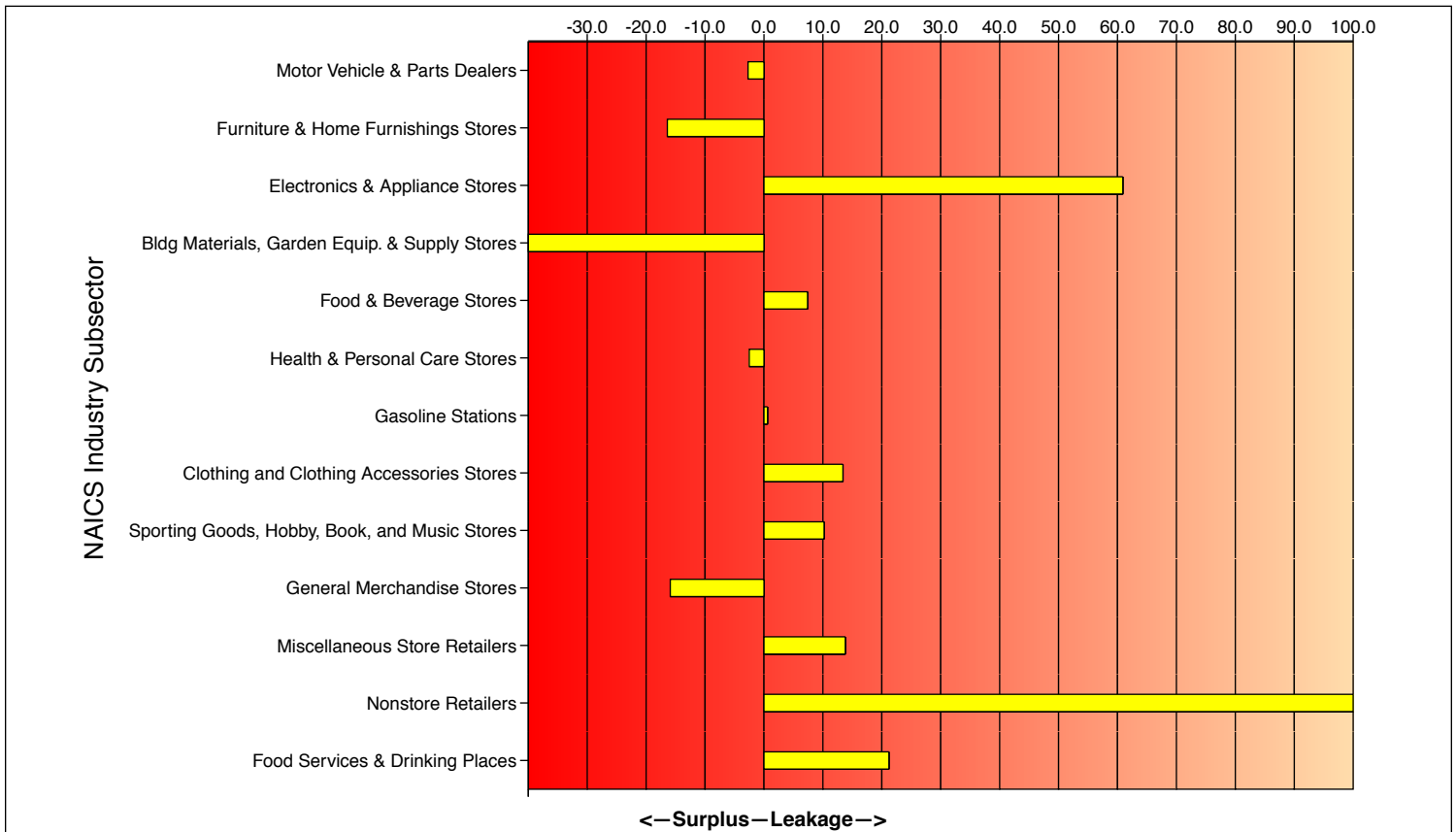


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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$21,001,486	\$28,927,686	\$-7,926,200	-15.9	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$9,799,690	\$21,045,799	\$-11,246,109	-36.5	3
Other General Merchandise Stores (NAICS 4529)	\$11,201,796	\$7,881,887	\$3,319,909	17.4	4
Miscellaneous Store Retailers (NAICS 453)	\$4,892,147	\$3,704,176	\$1,187,971	13.8	34
Florists (NAICS 4531)	\$505,810	\$380,987	\$124,823	14.1	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,943,936	\$1,257,867	\$686,069	21.4	14
Used Merchandise Stores (NAICS 4533)	\$786,800	\$828,952	\$-42,152	-2.6	13
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,655,601	\$1,236,370	\$419,231	14.5	5
Nonstore Retailers (NAICS 454)	\$345,641	\$0	\$345,641	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$117,805	\$0	\$117,805	100.0	0
Direct Selling Establishments (NAICS 4543)	\$227,836	\$0	\$227,836	100.0	0
Food Services & Drinking Places (NAICS 722)	\$28,238,945	\$18,343,656	\$9,895,289	21.2	55
Full-Service Restaurants (NAICS 7221)	\$14,125,447	\$10,012,638	\$4,112,809	17.0	26
Limited-Service Eating Places (NAICS 7222)	\$11,519,872	\$6,161,078	\$5,358,794	30.3	14
Special Food Services (NAICS 7223)	\$1,478,615	\$352,537	\$1,126,078	61.5	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,115,011	\$1,817,403	\$-702,392	-24.0	13

Leakage/Surplus Factor by Industry Subsector

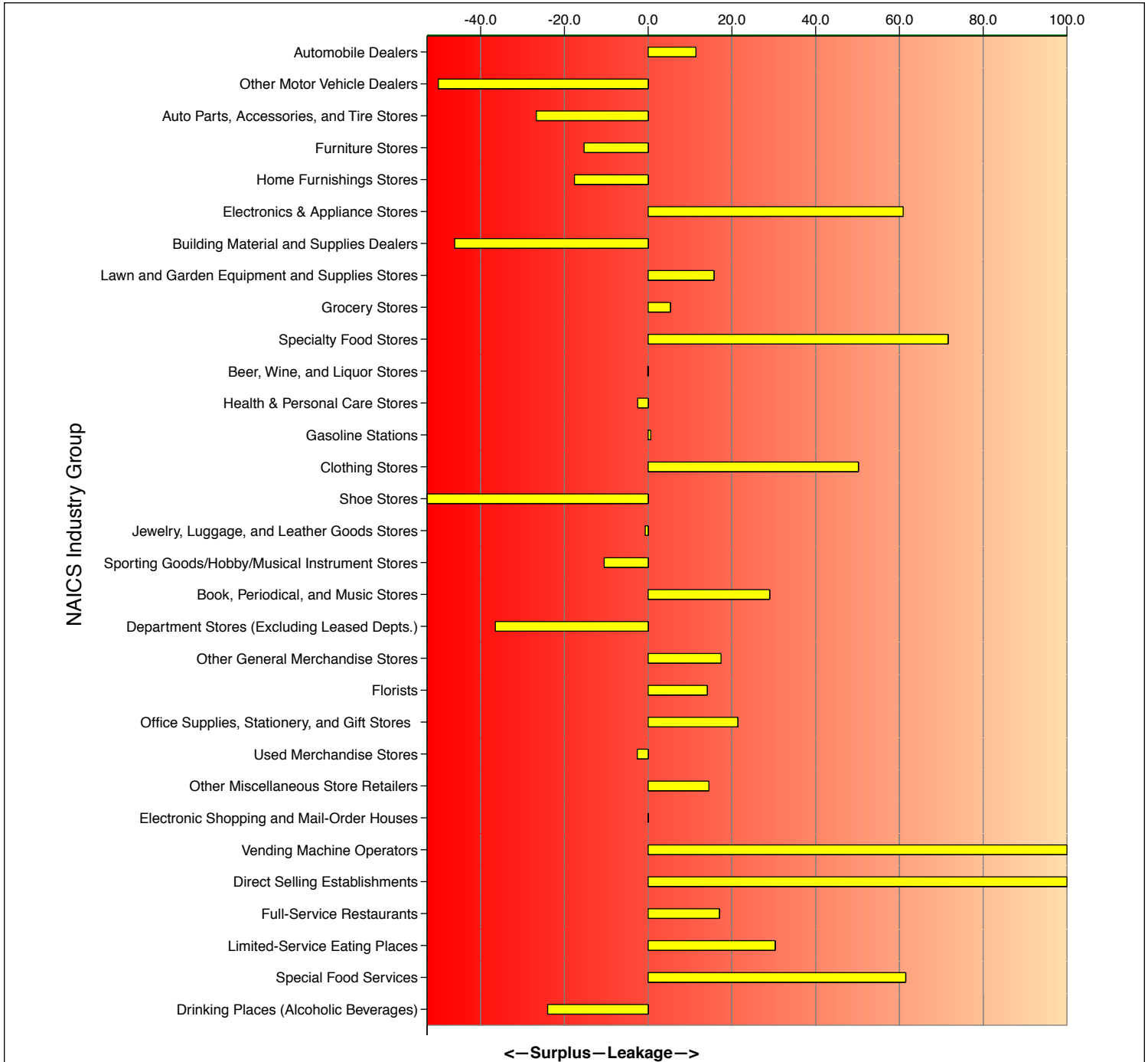


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Leakage/Surplus Factor by Industry Group



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Downtown Red Wing
207 East Avenue, Red Wing, MN 55066
Ring: 7 miles radius

Latitude: 44.564255
Longitude: -92.535725

Summary Demographics

2010 Population	21,731
2010 Households	8,839
2010 Median Disposable Income	\$45,670
2010 Per Capita Income	\$27,530

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$226,913,376	\$218,964,086	\$7,949,290	1.8	239
Total Retail Trade (NAICS 44-45)	\$196,274,962	\$199,480,816	\$-3,205,854	-0.8	182
Total Food & Drink (NAICS 722)	\$30,638,414	\$19,483,270	\$11,155,144	22.3	57

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$47,301,114	\$48,320,697	\$-1,019,583	-1.1	27
Automobile Dealers (NAICS 4411)	\$40,026,113	\$31,253,397	\$8,772,716	12.3	8
Other Motor Vehicle Dealers (NAICS 4412)	\$4,320,641	\$12,333,075	\$-8,012,434	-48.1	10
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,954,360	\$4,734,225	\$-1,779,865	-23.1	9
Furniture & Home Furnishings Stores (NAICS 442)	\$6,719,320	\$9,531,037	\$-2,811,717	-17.3	15
Furniture Stores (NAICS 4421)	\$3,634,070	\$5,175,523	\$-1,541,453	-17.5	5
Home Furnishings Stores (NAICS 4422)	\$3,085,250	\$4,355,514	\$-1,270,264	-17.1	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$7,190,468	\$1,665,989	\$5,524,479	62.4	5
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$8,741,022	\$19,159,768	\$-10,418,746	-37.3	14
Building Material and Supplies Dealers (NAICS 4441)	\$7,045,386	\$17,831,546	\$-10,786,160	-43.4	11
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,695,636	\$1,328,222	\$367,414	12.2	3
Food & Beverage Stores (NAICS 445)	\$44,509,893	\$35,646,427	\$8,863,466	11.1	21
Grocery Stores (NAICS 4451)	\$38,942,268	\$32,410,910	\$6,531,358	9.2	7
Specialty Food Stores (NAICS 4452)	\$2,662,259	\$452,735	\$2,209,524	70.9	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,905,366	\$2,782,782	\$122,584	2.2	7
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,213,667	\$7,058,858	\$154,809	1.1	16
Gasoline Stations (NAICS 447/4471)	\$35,662,440	\$34,147,823	\$1,514,617	2.2	9
Clothing and Clothing Accessories Stores (NAICS 448)	\$7,758,077	\$5,608,969	\$2,149,108	16.1	21
Clothing Stores (NAICS 4481)	\$5,532,731	\$1,703,208	\$3,829,523	52.9	8
Shoe Stores (NAICS 4482)	\$809,570	\$2,579,714	\$-1,770,144	-52.2	8
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,415,776	\$1,326,047	\$89,729	3.3	5
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,603,241	\$2,212,491	\$390,750	8.1	11
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,028,414	\$1,343,945	\$-315,531	-13.3	8
Book, Periodical, and Music Stores (NAICS 4512)	\$1,574,827	\$868,546	\$706,281	28.9	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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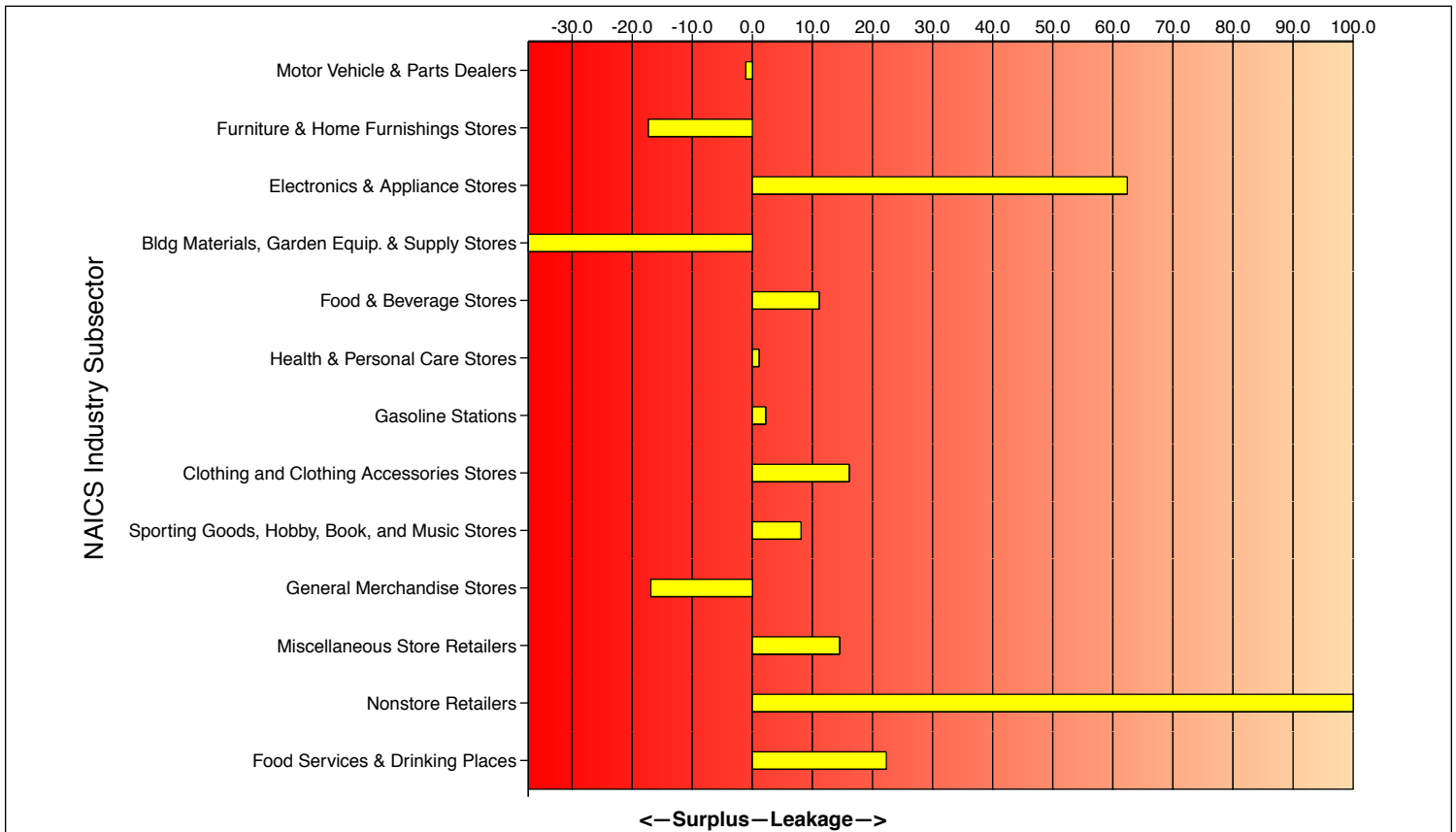


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General Merchandise Stores (NAICS 452)	\$22,862,871	\$32,180,683	\$-9,317,812	-16.9	8
Department Stores Excluding Leased Depts.(NAICS 4521)	\$10,591,118	\$22,965,299	\$-12,374,181	-36.9	4
Other General Merchandise Stores (NAICS 4529)	\$12,271,753	\$9,215,384	\$3,056,369	14.2	4
Miscellaneous Store Retailers (NAICS 453)	\$5,291,706	\$3,948,074	\$1,343,632	14.5	35
Florists (NAICS 4531)	\$548,207	\$382,262	\$165,945	17.8	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,076,936	\$1,292,939	\$783,997	23.3	14
Used Merchandise Stores (NAICS 4533)	\$876,752	\$828,952	\$47,800	2.8	13
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,789,811	\$1,443,921	\$345,890	10.7	6
Nonstore Retailers (NAICS 454)	\$421,143	\$0	\$421,143	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$152,869	\$0	\$152,869	100.0	0
Direct Selling Establishments (NAICS 4543)	\$268,274	\$0	\$268,274	100.0	0
Food Services & Drinking Places (NAICS 722)	\$30,638,414	\$19,483,270	\$11,155,144	22.3	57
Full-Service Restaurants (NAICS 7221)	\$15,262,487	\$10,532,478	\$4,730,009	18.3	27
Limited-Service Eating Places (NAICS 7222)	\$12,513,615	\$6,578,504	\$5,935,111	31.1	14
Special Food Services (NAICS 7223)	\$1,586,455	\$377,132	\$1,209,323	61.6	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,275,857	\$1,995,156	\$-719,299	-22.0	14

Leakage/Surplus Factor by Industry Subsector

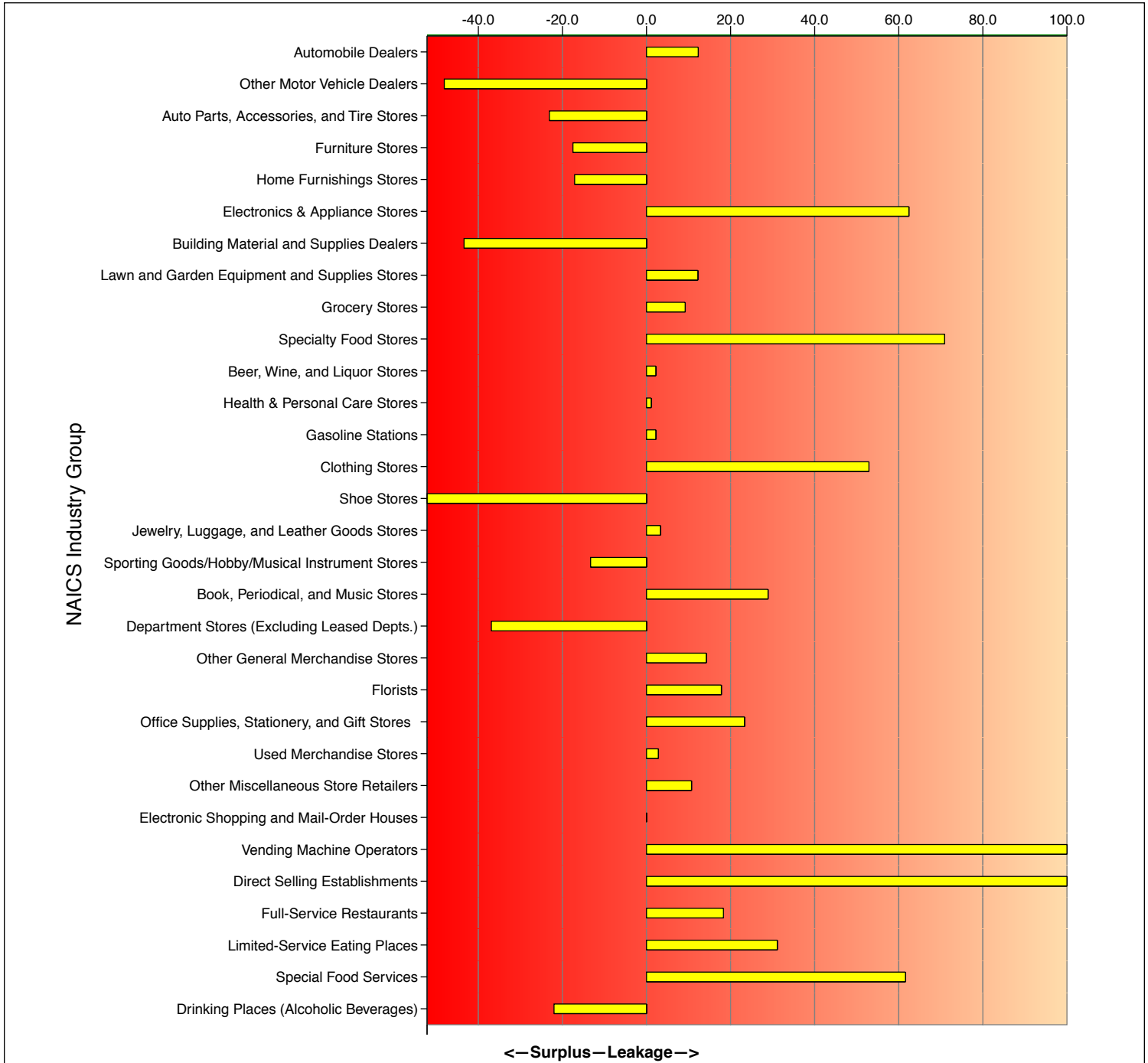


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Leakage/Surplus Factor by Industry Group



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