



# Wells Market Area Profile

**A RETAIL AND SERVICE MARKET ANALYSIS OF THE WELLS AREA**

Authored by Jennifer Hawkins and Ryan Pesch



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## A RETAIL AND SERVICE MARKET ANALYSIS OF THE WELLS AREA

**April 1, 2019**

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## **EXECUTIVE SUMMARY**

During fall 2018, a market area profile study was completed for the community of Wells, Minnesota. A market area profile uses primary and secondary data from a defined trade area to provide insight into opportunities for retail and service development. Data sources for this study included the U.S. Census, as well as surveys completed by 234 consumers in the trade area and 44 businesses within the Wells city limits.

A number of insights emerged from the study. One is that people mainly shop in town because it is convenient. Businesses that most frequently drew shoppers to the community included the grocery store, gas station, and Flame Theater. The top three spending categories were home repair and maintenance services, gas and motor oil, and alcoholic beverages. Local purchasing was a priority for shoppers, but a significant majority of survey respondents also made purchases in Mankato and Albert Lea several times each month. Walmart and other general merchandise stores, as well as grocery stores, drew shoppers to these two destinations. Consumer survey respondents most frequently identified improving the variety, cost, and quality of goods offered in the community as ways to enhance shopping in Wells. Top suggestions for new businesses to add to the community included a Kwik Trip/gas station, clothing and apparel stores, and restaurants. For dining suggestions, American and Chinese food options ranked high among study participants. Respondents also indicated an interest in having more recreational opportunities in Wells.

Business survey respondents offered additional insights. About 60 percent of their sales were from local customers. When asked what type of businesses they would like to see added to the community, respondents suggested an auto parts store, more restaurant options, and a gas station/Kwik-Trip. To improve Wells as a shopping destination, respondents most commonly suggested expanding the variety of goods and services available, improving the look of the community, and offering more competitively priced goods. About a quarter of respondents indicated they were considering whether or not to expand their operations and about 10 percent were considering business succession plans. The most commonly reported challenge among businesses was attracting and retaining employees. Many respondents were not aware of public programs available in Wells to help support businesses.

ESRI's Tapestry Segmentation data indicates two main customer segments share many of the same spending patterns, including an interest in supporting local stores and American made products, spending time outdoors, and tending to be conservative with their spending—choosing to save or invest rather than spend.

Analysis of secondary data for Wells showed that, based on spending potential and current demand, there is a gap in the community's automotive parts, clothing, restaurant, and accommodations categories.

## RECOMMENDATIONS

The following recommendations are based on data collected, analysis, and insights provided by the Wells study team.

### 1. Explore opportunities to expand offerings in the clothing, automotive parts, and restaurant categories.

Based on data, local demand in these three categories is currently not being met. To capture this potential spending locally, existing businesses might consider expanding their offerings, or a local entrepreneur might consider starting a business. The community could also work with an outside investor to establish a business that serves the above identified needs.

Currently, there is not a restaurant in Wells that offers breakfast options. A poll during the February 28, 2019 community meeting, which reviewed study results, indicated 94 percent of the 23 respondents would dine out for breakfast at least once per month if an option were available.

### 2. Help current businesses maintain their footprint and growth in the community.

A cornerstone of local economic development is retaining existing businesses. This is true of businesses in the commercial core that create a shopping destination. It is also true of other businesses, such as manufacturers and health care operations that provide employment.

Business survey respondents indicated they faced several common challenges. For a majority of participants, attracting and retaining workers was a top concern. Other commonly cited issues were employee costs and out-of-town competition.

Additionally, 12 business owners or managers were considering some sort of change (e.g., adding employees, investing in their property), and four indicated they were considering business succession in the near future.

A majority of business survey respondents indicated they were not aware of the city's available economic development resources. City and EDA staff should raise awareness among the business community about these resources and explore other ways of addressing collective business concerns. These efforts can be guided by the creation of a community economic development plan.

### 3. Support investments in the community's physical assets downtown.

The business survey included an open-ended question asking about ways to improve shopping in Wells. Respondents most often suggested investing in the physical assets of the downtown corridor. Several noted the value of small investments in beautification, such as hanging plants or additional lighting. Others suggested devoting greater attention to individual properties. Many respondents supported restoration when possible and replacement when necessary. Overall, participants recommended pursuing short- and long-term opportunities to enhance the aesthetic of downtown and make it a more attractive destination for shoppers.

**4. Coordinate efforts among existing businesses to address the barriers of shopping locally.**

Consumer survey respondents prioritized shopping locally. While they reported that some challenges existed, they also indicated they would be incentivized to do more business locally if these challenges were addressed. This might include coordinating consistent hours of operation, extending hours for residents who work out of town, and adding weekend hours. It might also include a “buy local” campaign that rewards shoppers for purchasing locally.

At the community gathering on February 28, 2019 to review the initial results of the market area profile, attendees offered ideas for other events or activities to draw people downtown. Some of the most popular suggestions included concerts, music and art, and extended store hours.

**5. Further explore the opportunity to offer hotel accommodations.**

This study focused primarily on the preferences and habits of shoppers residing in the trade area. However, it is interesting to note that many survey respondents mentioned adding hotel accommodations and event space as an area of opportunity for the community. Since a possible spending gap for accommodations was identified in the retail gap analysis, further study of this category is recommended.

## INTRODUCTION

University of Minnesota Extension created its market area profile (MAP) program to assist Minnesota communities in their efforts to develop local retail and service sectors. The intent of this report is to provide existing businesses, potential businesses, and economic development organizations with information to strengthen marketing and business strategies.

## METHODOLOGY

This study used both primary and secondary data for analysis and recommendations. Primary data was collected by surveying area consumers and businesses. A consumer survey was distributed by mail to a sample of 851 property owners in the trade area. Other residents were invited to take the survey via social media and local news notices. Additionally, 225 businesses within the Wells zip code were invited to complete a complementary survey. Both surveys are included in the appendices of this report.

Secondary data was obtained primarily from ESRI and the U.S. Census. ESRI synthesizes data from federal and private market research sources to create reliable secondary data about American consumers and communities. (For more information about ESRI and its survey process, see Appendix A.)

Extension met with the Wells study team twice in late 2018 to create the study design and review preliminary data to help inform initial recommendations.

## STUDY AREA

The Wells study team defined the trade area for analysis. The trade area is defined as the primary convenience shopping area for residents in the immediate vicinity; that is, an area in which the community derives a majority of shoppers. The study group identified this area, based on their knowledge of the local business environment and the current retail and service draw of the community.

Secondary data used in this report is based on the boundaries shown in Figure 1. This area included the households surveyed, as well as the secondary data collected.

Also included in the study area were the communities of Wells, Easton, Minnesota Lake, Kiester, and Walters.

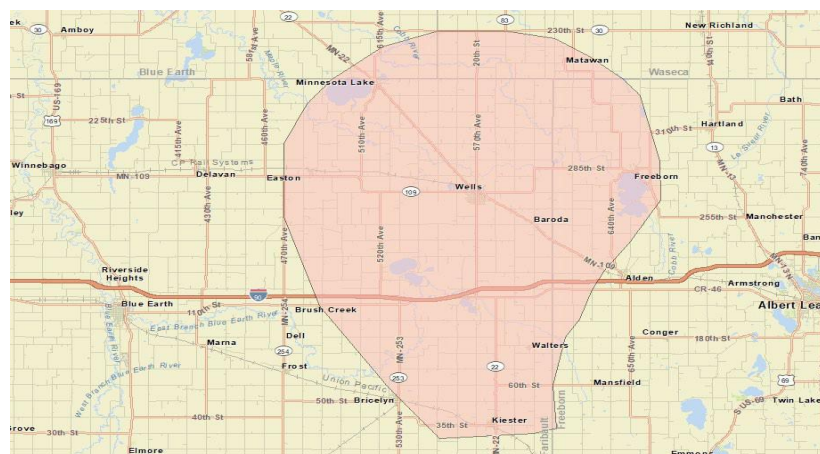


FIG. 1: Trade area

## MARKET AREA DEMOGRAPHICS AND SURVEY RESULTS

Understanding consumer spending begins with knowing the area’s demographics. Demographics for a local market area provide retailers with an indication of the types of goods and services households will purchase, as well as at what likely price points. This report includes a summary of primary and secondary data to inform understanding of the trade area.

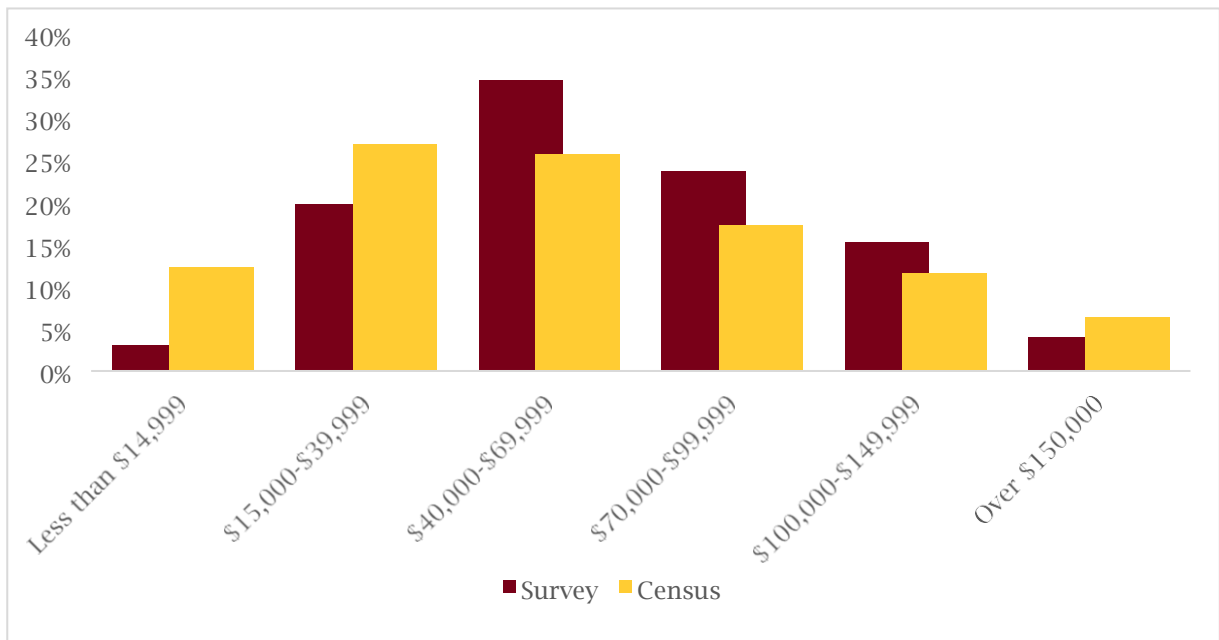
### Market Area Demographics

Two hundred thirty-four individuals completed the consumer survey.

The study area included 6,501 residents who lived in 2,769 households (see Appendix B for a full report of study area demographics). Average household income and home value were \$51,430 and \$105,437, respectively.

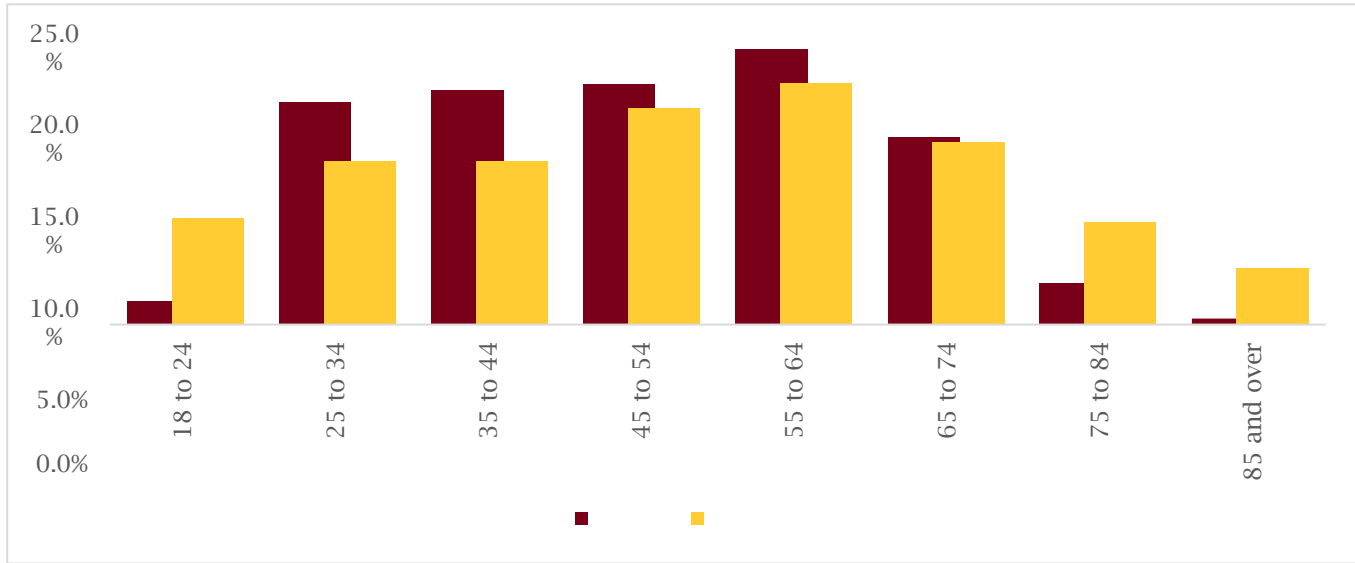
Wells, with an estimated 2017 population of 2,195, accounted for more than one-third of the total population of the study area (6,501). Seventy percent of consumer survey respondents reported living within Well’s city limits.

A disproportionate number of survey respondents earned between \$40,000 and \$99,999 in household income (Figure 2). The median household income for the trade area was \$51,430 in 2017. Estimated median per capita income for that same year was \$28,122. About 51 percent of the population was employed in white-collar occupations, 32.4 percent in blue-collar occupations, and 16.6 percent in services.



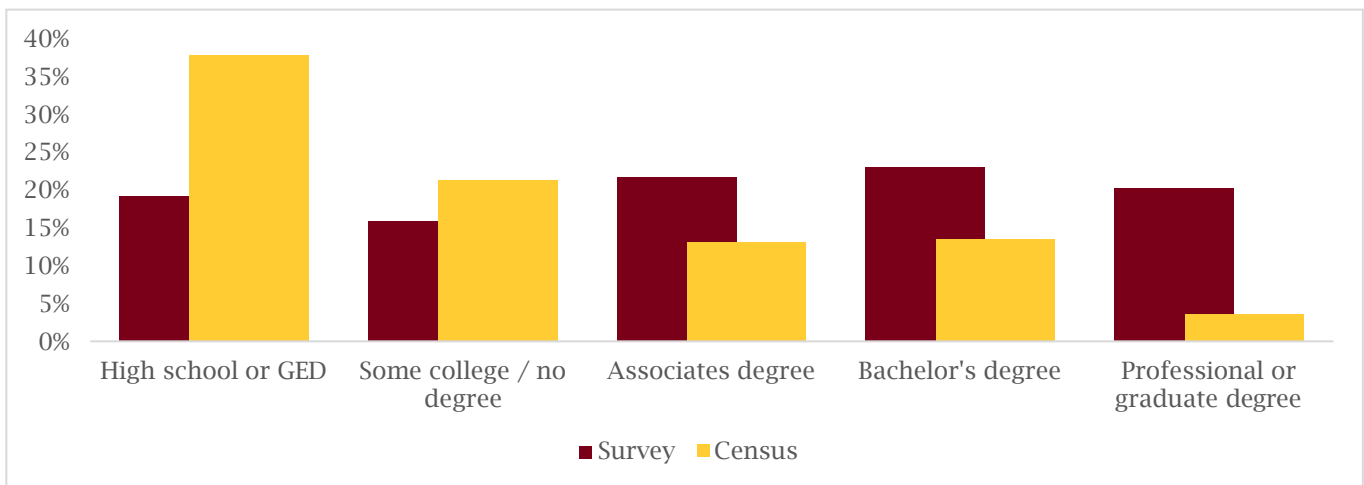
**FIG. 2:** Household income of survey respondents compared to U.S. Census data for Wells (n =203)

Similar to other rural communities, the Wells trade area had a greater proportion of residents older than 55 compared to the state of Minnesota. Even so, survey respondents overrepresented residents 25 to 64 years old. This is an important finding since those within this age range tend to be in their prime earning years, and their household spending often has a greater impact than those in older and younger cohorts (Figure 3). Sixty-three percent of those who responded reported they were employed, and an additional 11 percent were self-employed or owned their own business.



**FIG. 3:** Age by category of survey respondents compared to U.S. Census data for Wells (n=210)

Respondents to the consumer survey incurred a higher level of formal higher education than the general population of the trade area. Twenty percent of survey respondents reported earning a professional or graduate degree, even though the U.S. Census estimates that only 4 percent of the population in the trade area had one. A greater proportion of respondents also reported earning a bachelor's or associate's degree (Figure 4).



**FIG. 4:** Education levels of respondents compared to U.S. Census data for Wells (n= 210)

In 2017, about 96.3 percent of the trade area population was White and 5.5 percent Hispanic. The Hispanic population is expected to continue to grow. Estimates show more than 6 percent of the population will identify as Hispanic in 2022.

The rate of homeownership in the trade area was 72.3 percent in 2017, compared with about 63 percent nationally.

### **How businesses can use this information**

The University of Wisconsin's Downtown and Business District Market Analysis toolbox offers insight into how businesses can use demographic data. Observations from the toolbox to consider include the following:

- Age can inform the mix of products, prices, and overall spending expectations. For example, in areas with an older demographic, drug stores and assisted care services flourish. However, older populations tend to spend less overall on goods and services. Studies indicate that nightlife and entertainment spending (e.g., restaurants, bars, theaters) by people over 65 is roughly half the amount spent by those under 65. Older adults also spend considerably less on apparel than other age groups.
- Household income data reflects resident spending power. Retailers can use this data to understand an area's spending potential by looking at the number of households within a certain income range relevant to their business. Some store categories align with average household incomes. For example, auto parts are more commonly found in areas with lower average household incomes. Areas with annual household incomes above \$100,000 see a retail mix that includes more luxury goods and services. For areas that have a higher concentration of middle-income households, with annual incomes between \$20,000 and \$50,000, big box stores are particularly popular.
- Race and ethnicity affect spending habits as much as other demographic characteristics, such as income and age. This information can also inform what type of merchandise to stock. As the Hispanic population continues to grow, retailers interested in capturing spending from this segment must ensure their products and services accurately reflects buyers' preferences and behaviors.
- Homeownership directly correlates with expenditures for home furnishings and equipment. Furniture, appliances, hardware, paint/wallpaper, floor covering, gardening items, and other home improvement products can prosper in areas with high home ownership rates.
- Occupational concentrations of white- and blue-collar workers are used as another gauge for a market's taste preferences. Specialty apparel stores thrive in middle-to-upper income areas and those with above average, white-collar employment levels. Second hand clothing stores and used car dealerships are successful in areas with a higher concentration of blue-collar workers.

### **Consumer Survey Insights**

**Consumer spending patterns.** Consumer survey respondents were asked to estimate where they spend their household's retail and service dollars across 25 categories—whether in Wells,

other communities, or online. Participants could also indicate if they did not spend at all in a particular category (Figure 5).

Less than half of the categories captured a majority of overall potential spending in Wells. In some very competitive categories like clothing, furniture, and gifts, nearly all respondents reported spending in other communities or online.

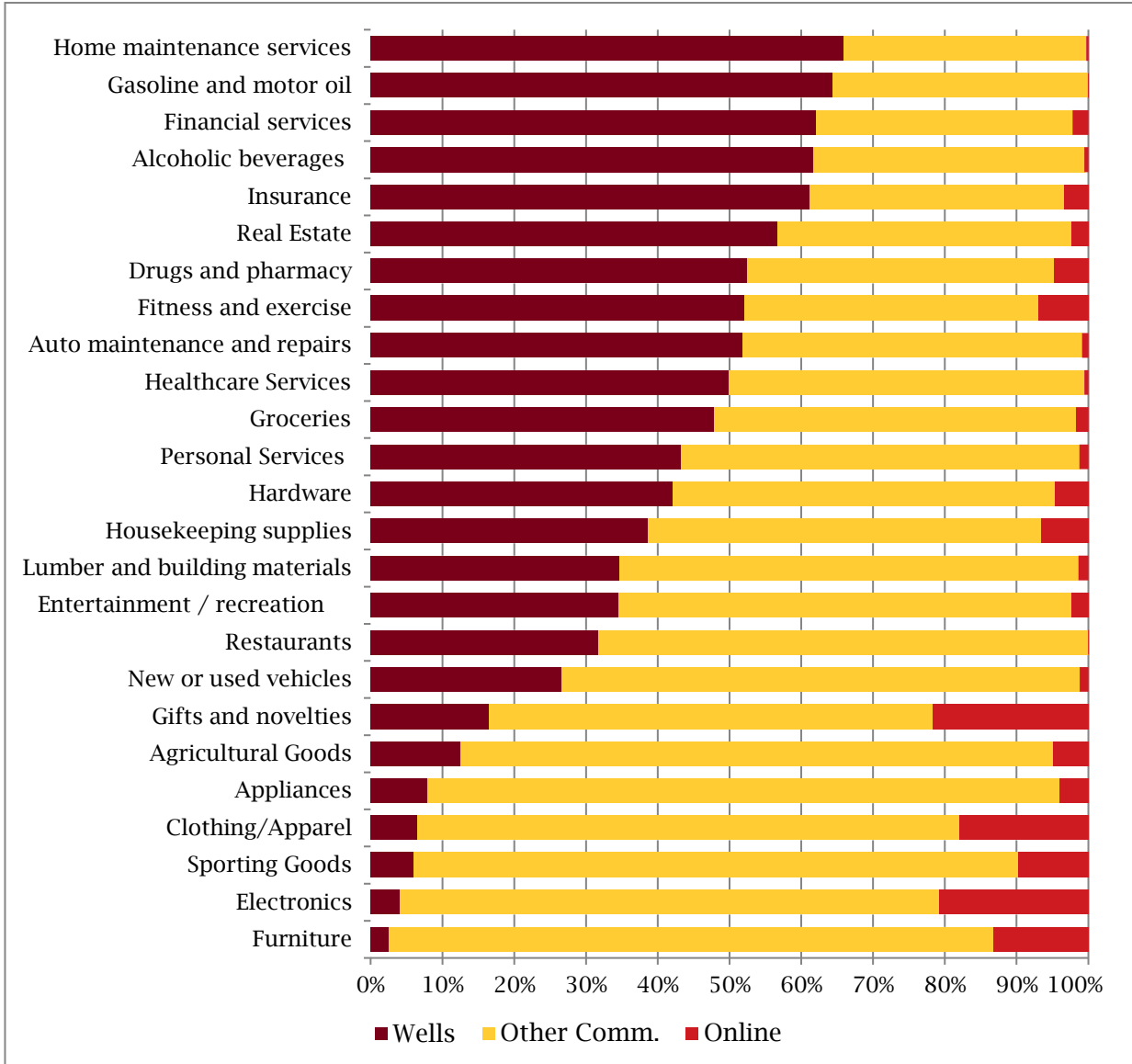


FIG.5: Spending profile of respondents (n=219)

**Wells as a place to shop.** Consumers chose to shop in Wells for a variety of reasons. According to survey results, one reason was convenience. This was followed by an interest in supporting local business. Other reasons mentioned by several respondents included competitive prices, availability of goods, and friendly atmosphere.

Businesses drawing the most shoppers to town included the grocery store, gas station, and Flame Theater. Dollar General, the hardware store, and Thrifty White were also mentioned as businesses that brought respondents to town (Figure 6).

When asked to rank the top three things that would improve Wells as a place to shop, availability of goods and services was number one for 117 respondents. This was followed by quality of goods and services and cost of goods (Figure 7).

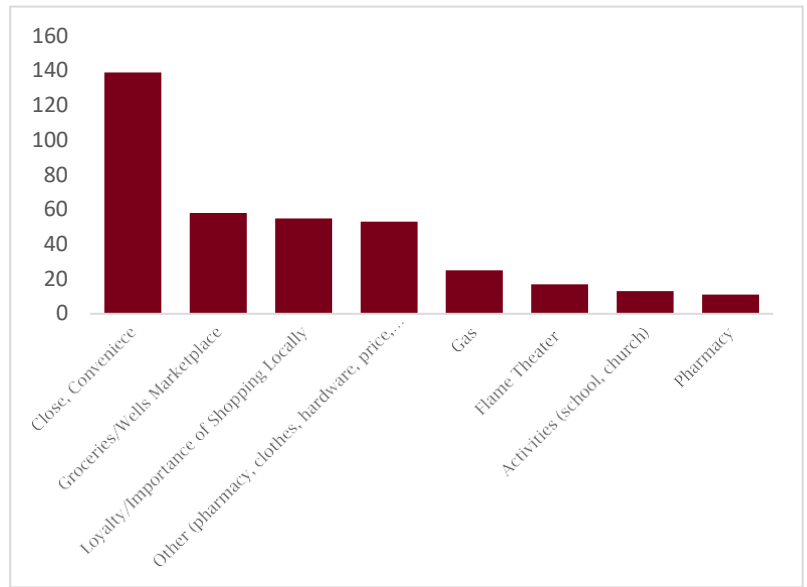


FIG. 6: Reasons for shopping in Wells (n=203)

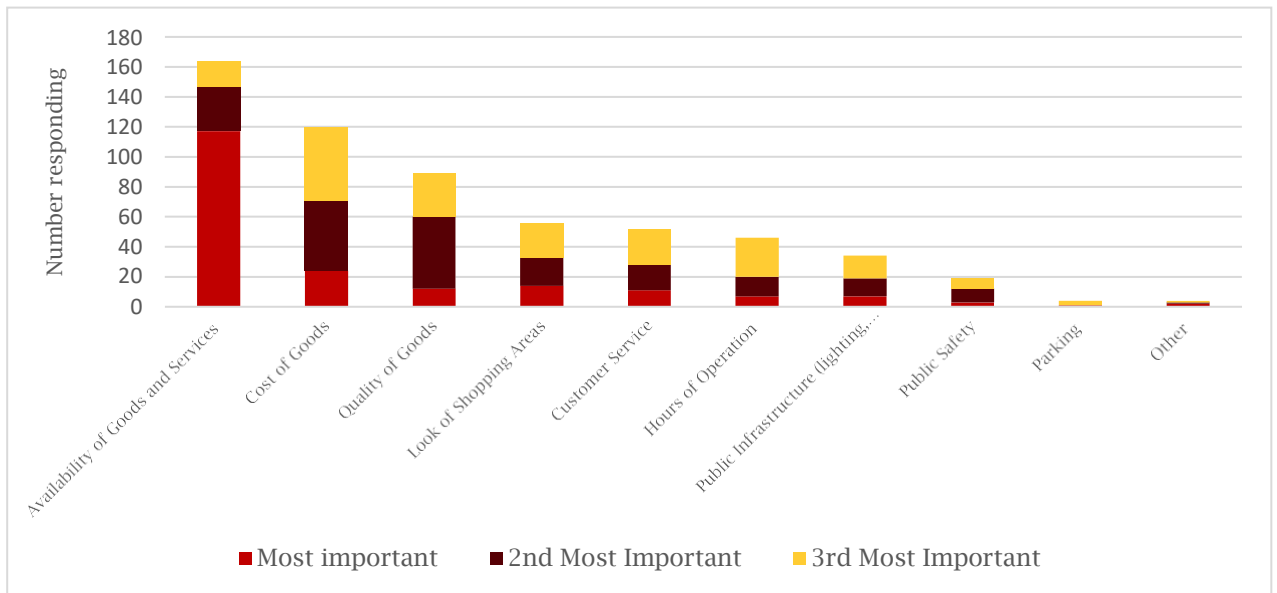


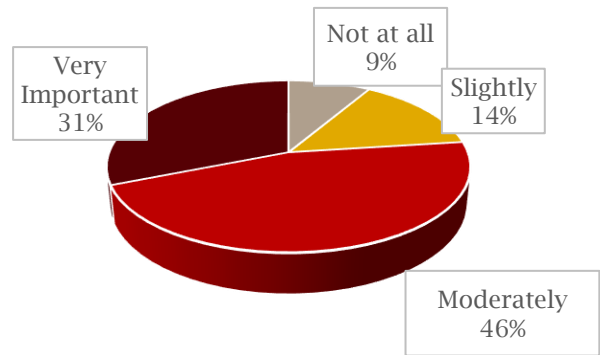
FIG. 7: Elements that would improve Wells as a shopping destination (n=198)

**Local purchasing.** Local purchasing was important to area shoppers. Seventy-seven percent of consumer survey respondents indicated it was moderately or very important to them (Figure 8).

Shoppers did leave town, however, for purchases. Survey participants were asked how often they shopped in other communities and which stores they patronized in those communities.

These traffic patterns provided insight into local demand for goods and services not currently being met in Wells.

Survey respondents reported Albert Lea and Mankato as the most common alternative shopping destinations. Respondents shopped most frequently in Mankato (nearly five times per month on average), followed closely by Albert Lea (about four times per month; Figure 9). Less than one-third of respondents reported shopping in Blue Earth, and those who did frequented the town less than once a month on average.



**FIG. 8:** Importance of local ownership in purchasing decisions (n=212)

Other destinations mentioned multiple times included Fairmont, Rochester, Mason City, Owatonna, and the Twin Cities. For these communities, participants most commonly traveled there once during the last month.

| Community  | Percent of respondents shopping in community | Average times per month | Number of respondents |
|------------|--|-------------------------|-----------------------|
| Mankato    | 92%  | 4.7                     | 207                   |
| Albert Lea | 85%  | 4.2                     | 205                   |
| Blue Earth | 30%  | 0.8                     | 178                   |

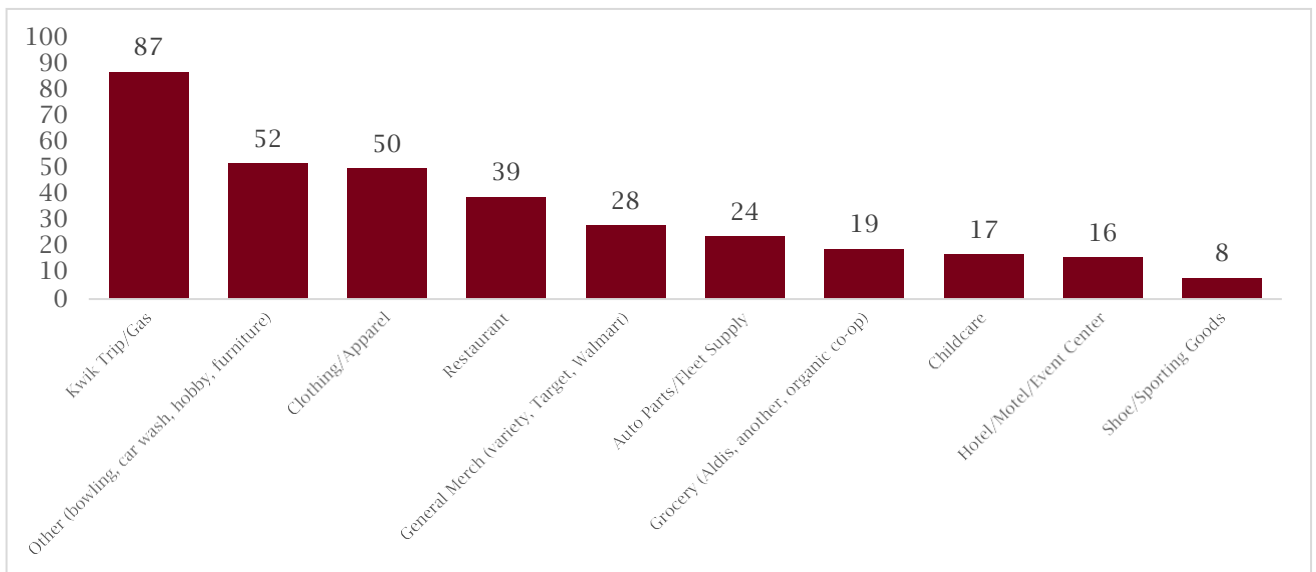
**FIG. 9:** Frequency of shopping in nearby communities by number of respondents

The mix of stores attracting consumer survey respondents to Mankato and Albert Lea was quite similar (Figure 10). Though dominated by Walmart, other big box discount retailers, like Target and Shopko, also drew shoppers. A mix of other general merchandise retailers (in particular, Kohl's in Mankato) were combined with Shopko when analyzing the data. For all communities, groceries appeared in the top three categories. For Mankato, Hy-Vee was the top grocery store, followed closely by Aldi. Hy-Vee also ranked high as a destination for those shopping in Albert Lea. Building materials stores, such as Lowes and Home Depot, were strong draws to Mankato and Albert Lea, although another important category for shoppers is fleet supply. Survey respondents listed Fleet Farm in Mankato 26 times. Bomgaars was the top draw for Blue Earth, and the store's Albert Lea branch received 16 responses. Lastly, Kwik Trip was mentioned by survey respondents for all three communities.

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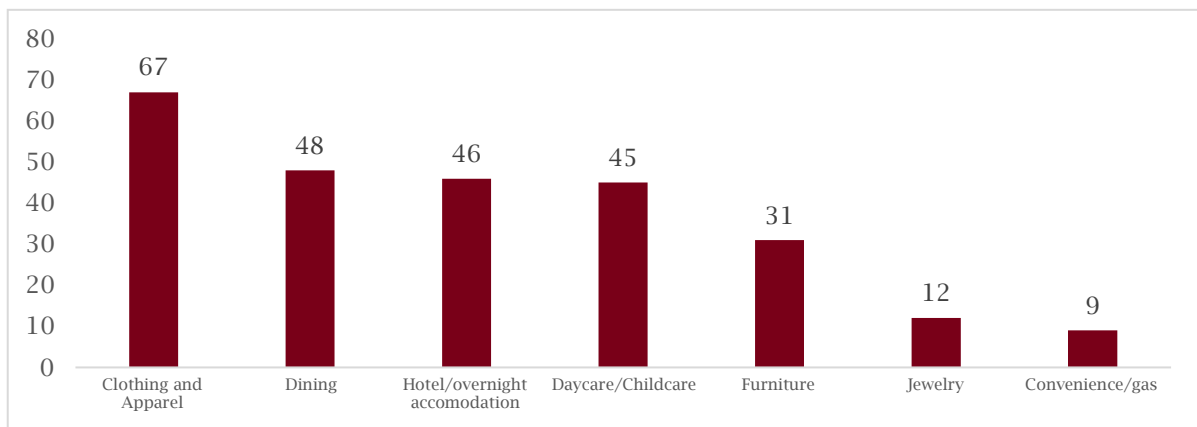
| Mankato (n=207)       |     | Albert Lea (n=205) |     | Blue Earth (n=178) |    |
|-----------------------|-----|--------------------|-----|--------------------|----|
| Walmart               | 127 | Walmart            | 132 | Bomgaars           | 30 |
| Shopko/other          | 78  | Grocery (Hy-Vee)   | 83  | Kwik Trip          | 21 |
| Grocery (Aldi/Hy-Vee) | 74  | Shopko/other       | 75  | Grocery (Juba's)   | 15 |
| Building Materials    | 66  | Building Materials | 33  | Fast Food          | 14 |
| Target                | 44  | Kwik Trip          | 25  | Dickens Furniture  | 10 |
| Clothing              | 38  | Fast Food          | 18  | Walmart            | 4  |

**FIG. 10:** Stores most frequently mentioned when shopping in nearby communities by number of responses



**FIG. 11:** Suggestions for new businesses by number of responses (n=188)

**Suggested new businesses.** Survey respondents were asked to suggest businesses they thought would make Wells a more attractive shopping destination. They were also asked to indicate what type of businesses they would most likely patronize if they were in Wells (Figure 11). Popular suggestions were another gas station/Kwik Trip, clothing and apparel stores, restaurants, general merchandise stores, and auto parts stores. Consumer survey respondents were also asked which of nine business categories they would patronize if developed (Figure 12). Both clothing stores and dining establishments were commonly reported by survey participants.



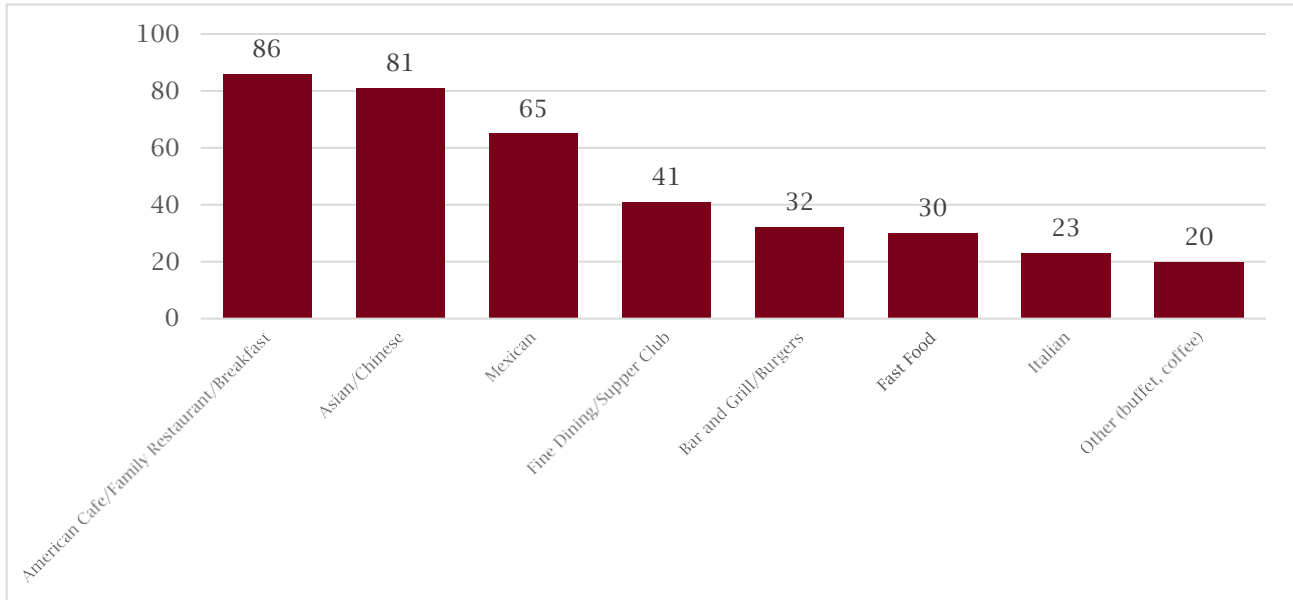
**FIG. 12:** Business types most likely to patronize if developed in Wells (n=208)

**Dining out.** Specific questions in the consumer survey related to dining. Respondents indicated breakfast outings were rare. For those that did report dining out, the average dollar amount spent per person per meal was \$6.50. It should be noted that no restaurants currently serve breakfast in the community. Since the survey question asked about current behavior and not projected behavior, responses were likely affected by the city’s presently limited options.

Dining out for lunch was a bit more common. Most survey respondents reported they dined out twice a month and spent, on average, just under \$9.00 per meal per person. Survey results

indicated that Wells area consumers preferred going out for dinner. They reported doing so four times per month, spending between \$10 and \$14 per person per meal.

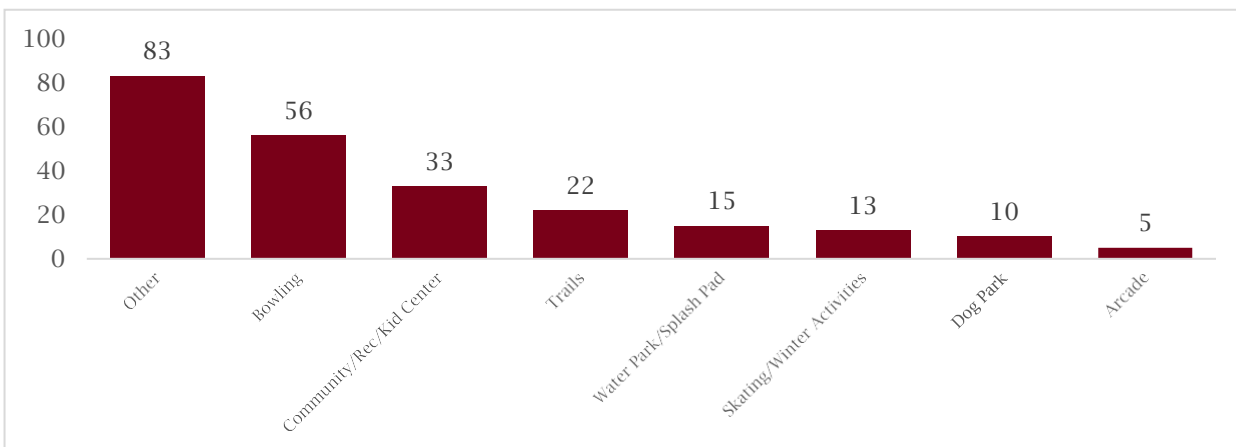
Survey respondents were also asked about their preferences for future dining options by type of cuisine or brand (Figure 13). They most frequently identified American dining, such as a diner or sit-down restaurant. Coupled with the number of respondents indicating a preference for burgers and bar- and grill-type restaurants, a focus on traditional food offerings appeared a clear favorite. Respondents also reported an interest in ethnic options, with more than 80 responses for Chinese or another Asian cuisine, followed by Mexican food. Lastly, about 20 percent of respondents suggested fine dining, with most mentioning a steakhouse and a few respondents suggesting a seafood-focused restaurant.



**FIG. 13:** Dining suggestions (n=198)

### Recreational opportunities

Survey respondents were asked to suggest recreational amenities for the community to pursue. Participants provided a wide variety of suggestions, with bowling and a community recreation

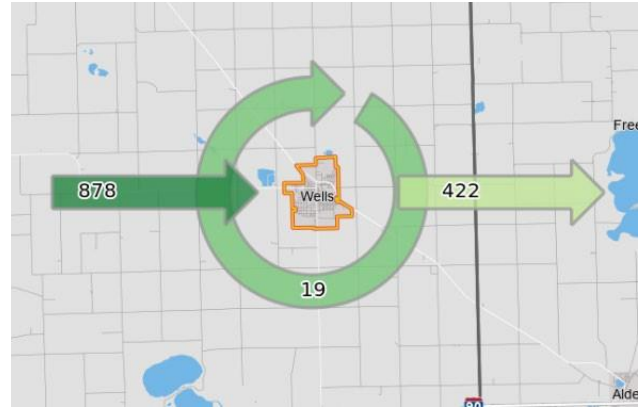


**FIG. 14:** Recreational amenities suggested (n=149)

center commonly suggested (Figure 14). A wide variety of suggestions also appeared in the “other” category.

### Commuting Patterns

People tend to shop where they live, work, or commute. Knowing the commuting patterns of area residents, or where workers live, can benefit local business owners. Figure 15 was obtained from the U.S. Census On the Map tool. It shows that 878 people commute into Wells, 19 live and work in Wells, and 422 live in Wells but commute elsewhere for employment.

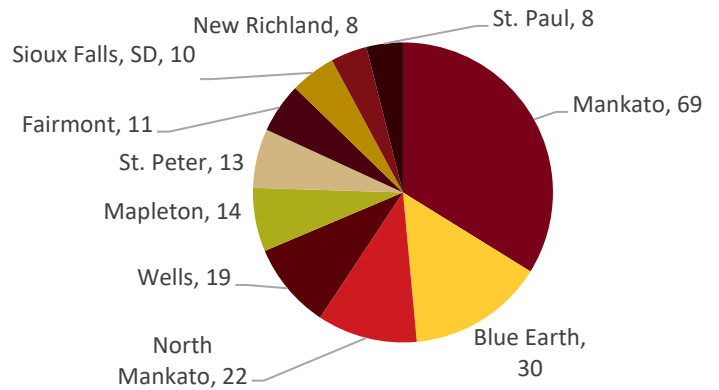


**FIG. 15:** Commuting patterns for Wells, Minnesota

Figure 16 and Table 1 highlight where residents are commuting and the distances they are driving. The majority of those living in town but working elsewhere were commuting more than 25 miles for work. The primary destination was Mankato/North Mankato.

| Distance    | Count | Share |
|-------------|-------|-------|
| < 10 miles  | 37    | 8%    |
| 10-24 miles | 87    | 20%   |
| 25-50 miles | 162   | 37%   |
| > 50 miles  | 155   | 35%   |

**Table 1:** Commuting distance for Wells citizens

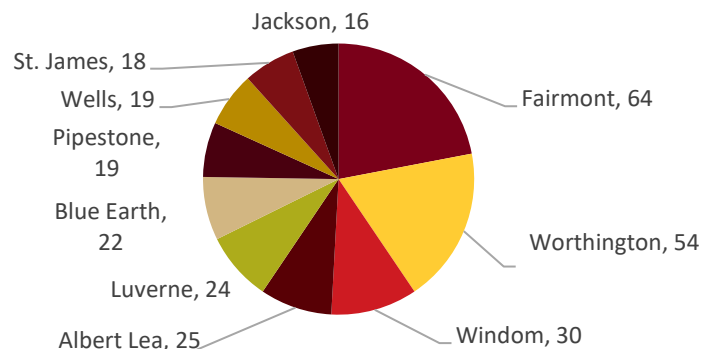


**FIG. 16:** Commuting destinations of Wells residents

Table 2 and Figure 17 provide information about commuting distance and community of origin for those employed in Wells but residing elsewhere.

| Distance    | Count | Share |
|-------------|-------|-------|
| < 10 miles  | 44    | 5%    |
| 10-24 miles | 192   | 21%   |
| 25-50 miles | 199   | 22%   |
| > 50 miles  | 462   | 56%   |

**Table 2:** Commuting distance for those employed in Wells



**FIG. 17:** Home locations of workers commuting to Wells

## How businesses can use this information

- Determining the commuting distance of customers can help identify competitors. Once competitors have been determined, a comparison can be made regarding merchandise selection, quality, price point, and services to consider where adjustments might be made.
- Identifying residents' work hours and commuting times can help inform store hours. If stores are closed evenings and weekends, commuters will shop out of town.
- Consider increasing customer convenience by providing online order placement and pickup or local delivery.
- Expanding your services—or better marketing them—can give stores an advantage over big box retailers.

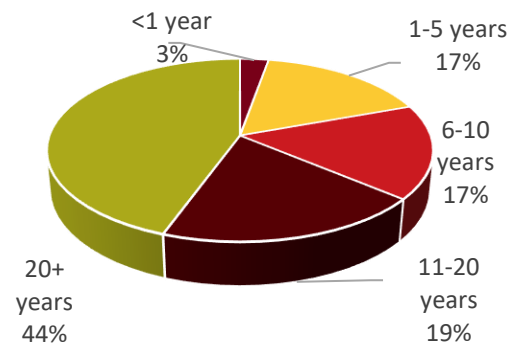
## Business Survey Insights

Forty-four business owners or managers completed the business survey.

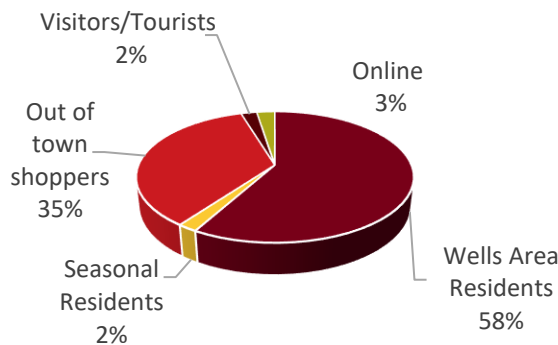
The majority of respondents owned their building and, overall, respondents were very satisfied with their current location. Three respondents, however, noted they were unsatisfied or very unsatisfied.

Many of the business owners and/or managers who participated in the survey represented well-established firms. Of those responding to the survey, almost half were with firms that had been in business for more than 20 years. Another 20 percent had been in operation for 11-20 years (Figure 18).

**Local sales were vital.** Survey respondents reported that most of their sales—38 percent—came from Wells area residents. Thirty-four percent were attributed to out-of-town shoppers. Online and tourism sales represented a small fraction of total sales (Figure 19).



**FIG. 18:** Number of years in business (n=36)



**FIG. 19:** Percent of total sales by customer group (n=42)

**Businesses owners would like to see more businesses added to the community.** When asked, “With your business in mind, what types of businesses would you most like to see in the community?” business survey respondents most commonly suggested auto parts stores, restaurants, and a gas station (Table 3).

**Employers and amenities drew customers to local businesses.**

Business survey respondents were asked which three nearby businesses most often brought traffic to their organization. Wells Concrete was mentioned most frequently (seven responses), followed by USC Schools (five responses), and Central Farm Service (four responses).

|                        |    |
|------------------------|----|
| Auto parts             | 12 |
| Gas station/Kwik Trip  | 12 |
| Restaurants            | 10 |
| Ag/elevator/seed sales | 3  |
| Clothing store         | 3  |
| Daycare/childcare      | 3  |
| Hotel/accommodations   | 3  |

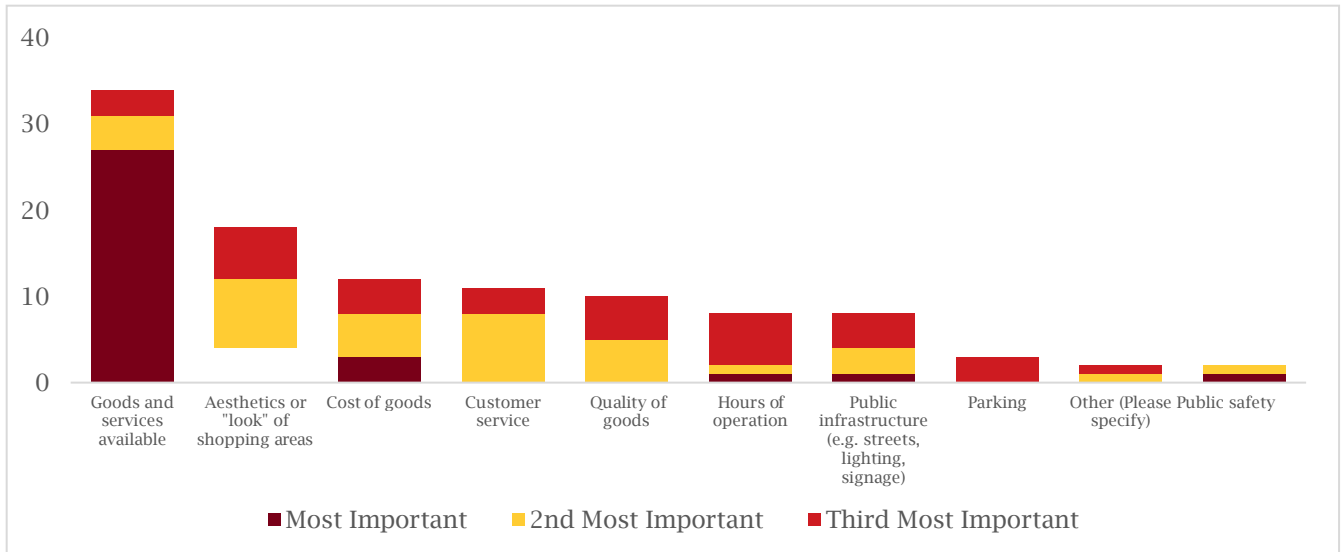
**Most respondents were not aware of programs available to help support them.**

Sixty-five percent of respondents (26) indicated they were not aware of any programs available to support businesses. Those that were aware noted the EDA, EDA façade improvement grants, EDA financing, the chamber of commerce, and county financing.

**Table 3: Suggestions for business development by respondents**

**Opportunities to improve Wells as a shopping destination emerged.** Survey respondents were asked to rank the top three things that would improve Wells as a place to shop. The number one response was enhancing the goods and services available. The second most frequent response was improving the aesthetics, or look, of shopping areas (Figure 20).

Survey respondents were also asked to provide advice or ideas for improving shopping in Wells. The most commonly offered advice was for Wells to focus on investments in the buildings and aesthetics of its downtown corridor. Some respondents mentioned enhancing the city’s aesthetics with hanging plants and additional lighting. Others described a need for greater attention to the properties themselves, restoring when possible and replacing when necessary.

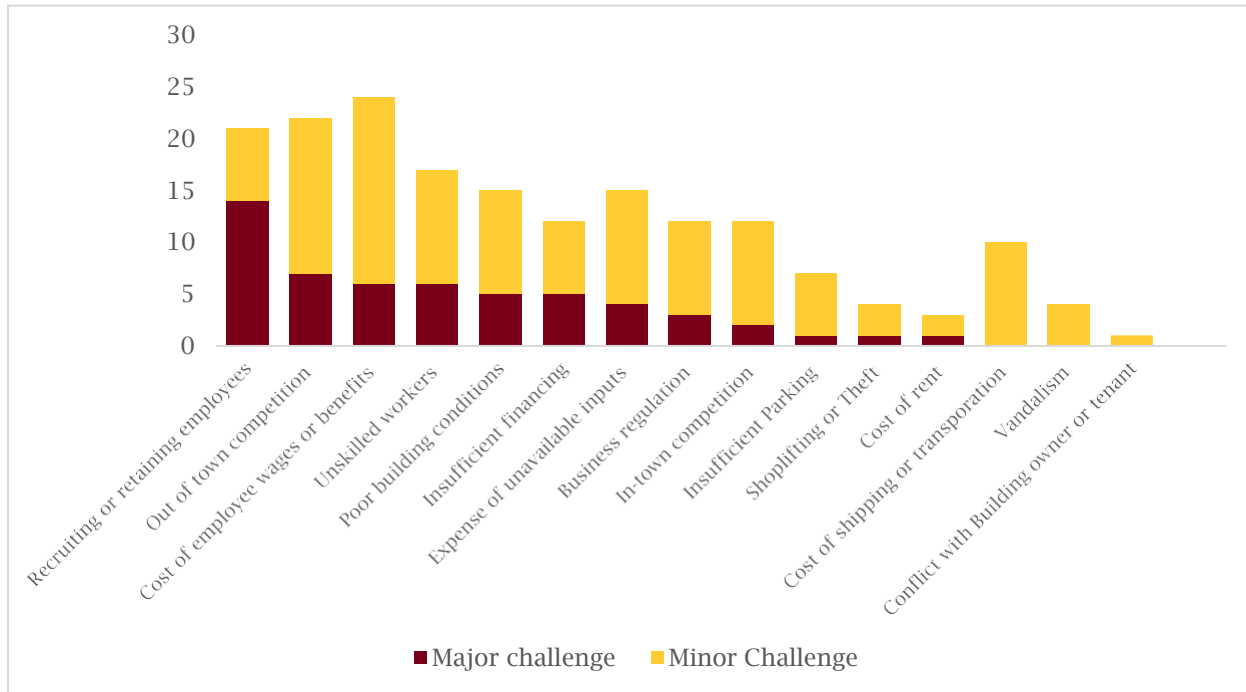


**FIG. 20: Suggestions for improving Wells as a shopping destination (n=37)**

Two other common suggestions were to increase the variety of options available and to develop a strategy to attract new businesses (including manufacturing, service, and retail). Several respondents noted challenges related to hours of operation and suggested that ensuring consistent hours and extended weekend and evening hours would make the downtown area a more desirable place to shop.

Additional ideas offered by survey participants included better supporting and leveraging the city’s current attractions that draw people downtown (e.g., Flame Theater, liquor store, and other retail businesses), as well as offering more events and activities.

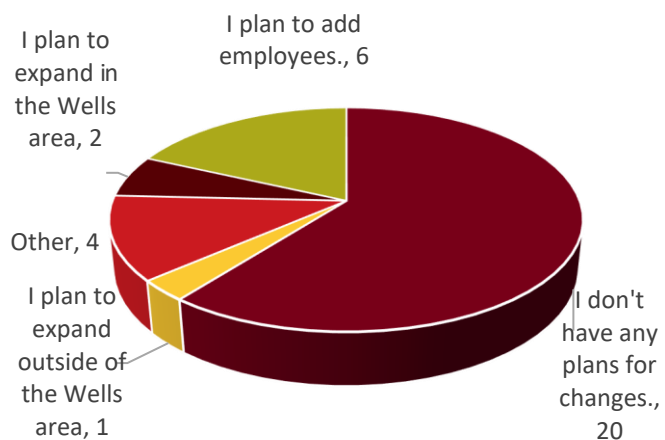
**Businesses faced several challenges.** Business survey respondents noted both major and minor challenges (Figure 21). Several concerns were related to employees. For example, finding and keeping skilled workers was cited as a major challenge by many respondents. Wages and benefits were also cited as a challenge, though most respondents considered them a minor issue. Aside from employee-related challenges, out-of-town competition was also commonly cited as a major or minor issue.



**FIG. 21:** Challenges faced by local firms by number of responses (n=39)

**Many businesses did not plan to either expand or reduce operations.** The majority of business survey respondents indicated they did not have any plans to either expand or reduce operations. Six firms indicated plans to add employees and/or expand in the Wells area (Figure 22).

Other respondents were unsure about their future plans, or they planned to make physical investments in their building without adding employees.



**FIG. 22:** Plans for the foreseeable future (n=39)

When asked if they had a business transition plan in place, only four of the 41 respondents reported they did. This finding presents an opportunity for better business transition planning support.

One business survey respondent noted, “We need the exposure that we all bring to Main Street—meaning each and every one of us on Main Street is important to the next business owner.” This sentiment supports the importance of collaborating with commercial businesses to address common challenges and opportunities.

## Prominent Consumer Profiles

The ESRI system gathers proprietary information about consumer tastes and preferences and matches it with publicly available demographic data. Through this process, ESRI is able to provide insight into likely local consumer spending profiles, or Tapestry Segments. A full description of this methodology and process is included in Appendix A.

Two lifestyle segments, Heartland Communities and Prairie Living, reflect the Wells trade area. Below is an overview of the market profiles for these two categories:

Heartland Community (estimated 51.5 percent of trade area's population)

- Median age is 42.3; median household income is \$42,400
- High-speed internet access but in-person transactions preferred
- Support local community by participating in public activities
- Own homes and make necessary repairs but do not invest heavily in remodeling
- Prefer domestic trucks and SUVs and own one or two vehicles; commutes are short
- Popular pastimes include motorcycling, hunting, and fishing; main form of exercise is walking

Prairie Living (estimated 48.5 percent of trade area's population)

- Median age is 44.4; median household income is \$54,300
- Common assets are trucks, riding lawn mowers, ATV/UTV, and satellite dishes
- Popular activities include fishing, hunting, boating, camping, and attending country music concerts
- Read the local newspaper and home service and hunting/fishing magazines; prefer faith and inspirational and country music radio stations
- Favorite stores are Walmart and Subway

Detailed descriptions of these categories are included in Appendix C.

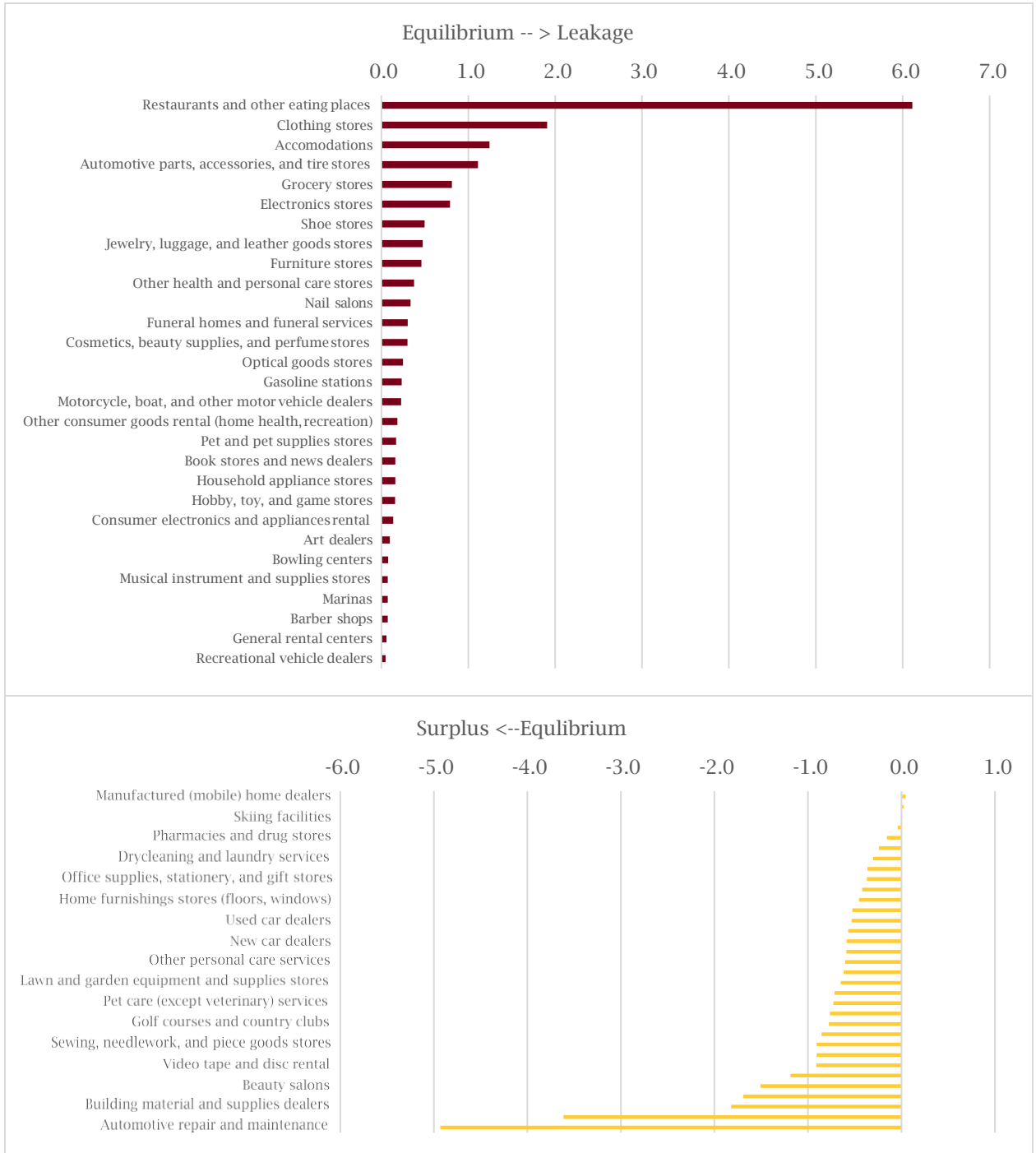
### How businesses can use this information

- Provide a range of goods that will continue to draw customers to the community, based on the above categories.
- Inform customers of American-made or local products within merchandise selections.
- Explore coupons or other incentives for customers.
- Prioritize spending advertising dollars on the channels most utilized by core customer profile.

## Retail Analysis

Figure 23 represents an analysis of the surplus and leakage for the study's trade area. Leakage shows potential sales are leaving the community. Surplus means a category is drawing higher spending than would be expected, based on area statistics. A positive score in Figure 20 indicates leakage. A negative number indicates a surplus. The categories with the most significant leakage mirror those in the gap analysis—auto parts supplies, restaurants, and clothing.

**FIG. 23: Retail surplus and leakage for trade area**



Using the estimated spending power of area residents (demand) and the number of businesses in each category, opportunity by business category can be estimated. Categories in which demand is greater than supply present possible opportunities for business development. While demand estimates are derived from the 2012 U.S. Economic Census, supply data is manually inventoried in the community. These calculations are provided for the study of economic concepts. They should not be used as the sole determinant of business feasibility. The table below indicates possible gaps in the areas of automotive parts and clothing stores.

| NAICS  | Name  | Per Capita Sales | Average Sales per U.S. Store | Potential Sales in Trade Area | No. of Businesses (Demand) | No. of Businesses (Supply)* | Bus. Gap (Demand - Supply) |
|--------|---|------------------|------------------------------|-------------------------------|----------------------------|-----------------------------|----------------------------|
| 44111  | New car dealers                                       | \$ 2,142         | \$ 31,586,967                | \$ 13,131,106                 | 0.4                        | 1                           | -0.6                       |
| 44112  | Used car dealers                                      | \$ 214           | \$ 2,809,200                 | \$ 1,312,564                  | 0.5                        | 1                           | -0.5                       |
| 44121  | Recreational vehicle dealers                          | \$ 45            | \$ 5,468,166                 | \$ 278,116                    | 0.1                        | -                           | 0.1                        |
| 44122  | Motorcycle, boat, and other motor vehicle dealers     | \$ 105           | \$ 2,838,337                 | \$ 645,272                    | 0.2                        | -                           | 0.2                        |
| 4413   | Automotive parts, accessories, and tire stores        | \$ 260           | \$ 1,433,686                 | \$ 1,595,813                  | 1.1                        | -                           | 1.1                        |
| 4421   | Furniture stores                                      | \$ 155           | \$ 2,062,118                 | \$ 952,467                    | 0.5                        | -                           | 0.5                        |
| 4422   | Home furnishings stores (floors, windows)             | \$ 128           | \$ 1,439,488                 | \$ 786,324                    | 0.5                        | 1                           | -0.5                       |
| 443141 | Household appliance stores                            | \$ 52            | \$ 1,946,825                 | \$ 315,677                    | 0.2                        | -                           | 0.2                        |
| 443142 | Electronics stores                                    | \$ 275           | \$ 2,132,940                 | \$ 1,687,468                  | 0.8                        | -                           | 0.8                        |
| 4441   | Building material and supplies dealers                | \$ 766           | \$ 3,980,442                 | \$ 4,692,779                  | 1.2                        | 3                           | -1.8                       |
| 4442   | Lawn and garden equipment and supplies stores         | \$ 124           | \$ 2,167,001                 | \$ 757,252                    | 0.3                        | 1                           | -0.7                       |
| 4451   | Grocery stores  | \$ 1,783         | \$ 6,029,552                 | \$ 10,930,480                 | 1.8                        | 1                           | 0.8                        |
| 4452   | Specialty food stores                                 | \$ 56            | \$ 794,370                   | \$ 342,839                    | 0.4                        | 1                           | -0.6                       |
| 4453   | Beer, wine, and liquor stores                         | \$ 136           | \$ 1,306,547                 | \$ 832,248                    | 0.6                        | 1                           | -0.4                       |
| 44611  | Pharmacies and drug stores                            | \$ 732           | \$ 5,298,790                 | \$ 4,483,555                  | 0.8                        | 1                           | -0.2                       |
| 44612  | Cosmetics, beauty supplies, and perfume stores        | \$ 47            | \$ 957,013                   | \$ 287,190                    | 0.3                        | -                           | 0.3                        |
| 44613  | Optical goods stores                                  | \$ 31            | \$ 757,055                   | \$ 190,261                    | 0.3                        | -                           | 0.3                        |
| 44619  | Other health and personal care stores                 | \$ 52            | \$ 844,622                   | \$ 319,573                    | 0.4                        | -                           | 0.4                        |
| 447    | Gasoline stations                                     | \$ 1,766         | \$ 4,841,766                 | \$ 10,821,502                 | 2.2                        | 2                           | 0.2                        |
| 4481   | Clothing stores                                       | \$ 549           | \$ 1,764,048                 | \$ 3,365,699                  | 1.9                        | -                           | 1.9                        |
| 4482   | Shoe stores   | \$ 98            | \$ 1,203,820                 | \$ 600,546                    | 0.5                        | -                           | 0.5                        |
| 4483   | Jewelry, luggage, and leather goods stores            | \$ 98            | \$ 1,255,002                 | \$ 598,783                    | 0.5                        | -                           | 0.5                        |
| 45111  | Sporting goods stores                                 | \$ 130           | \$ 1,923,940                 | \$ 793,796                    | 0.4                        | 1                           | -0.6                       |
| 45112  | Hobby, toy, and game stores                           | \$ 51            | \$ 1,934,246                 | \$ 310,201                    | 0.2                        | -                           | 0.2                        |
| 45113  | Sewing, needlework, and piece goods stores            | \$ 12            | \$ 812,653                   | \$ 76,556                     | 0.1                        | 1                           | -0.9                       |
| 45114  | Musical instrument and supplies stores                | \$ 14            | \$ 1,129,682                 | \$ 85,115                     | 0.1                        | -                           | 0.1                        |
| 4512   | Book stores and news dealers                          | \$ 41            | \$ 1,540,837                 | \$ 250,388                    | 0.2                        | -                           | 0.2                        |
| 452    | General merchandise stores                            | \$ 2,041         | \$ 13,034,911                | \$ 12,507,831                 | 1.0                        | 1                           | 0.0                        |
| 4531   | Florists  | \$ 15            | \$ 322,000                   | \$ 91,826                     | 0.3                        | 1                           | -0.7                       |
| 4532   | Office supplies, stationery, and gift stores          | \$ 100           | \$ 977,116                   | \$ 615,729                    | 0.6                        | 1                           | -0.4                       |
| 4533   | Used merchandise stores                               | \$ 41            | \$ 657,550                   | \$ 252,965                    | 0.4                        | 1                           | -0.6                       |
| 45391  | Pet and pet supplies stores                           | \$ 47            | \$ 1,674,435                 | \$ 287,431                    | 0.2                        | -                           | 0.2                        |
| 45392  | Art dealers   | \$ 21            | \$ 1,308,836                 | \$ 127,975                    | 0.1                        | -                           | 0.1                        |
| 45393  | Manufactured (mobile) home dealers                    | \$ 12            | \$ 1,687,254                 | \$ 74,318                     | 0.0                        | -                           | 0.0                        |
| 45399  | All other miscellaneous store retailers               | \$ 74            | \$ 955,358                   | \$ 455,109                    | 0.5                        | 1                           | -0.5                       |
| 51213  | Motion picture and video exhibition                   | \$ 43            | \$ 2,829,929                 | \$ 264,439                    | 0.1                        | 1                           | -0.9                       |
| 53221  | Consumer electronics and appliances rental            | \$ 21            | \$ 953,447                   | \$ 130,178                    | 0.1                        | -                           | 0.1                        |
| 53222  | Formal wear and costume rental                        | \$ 1             | \$ 386,133                   | \$ 8,896                      | 0.0                        | -                           | 0.0                        |
| 53223  | Video tape and disc rental                            | \$ 14            | \$ 947,715                   | \$ 87,596                     | 0.1                        | 1                           | -0.9                       |
| 53229  | Other consumer goods rental (home health, recreation) | \$ 32            | \$ 1,055,466                 | \$ 197,294                    | 0.2                        | -                           | 0.2                        |
| 5323   | General rental centers                                | \$ 7             | \$ 781,711                   | \$ 45,436                     | 0.1                        | -                           | 0.1                        |
| 54192  | Photographic services                                 | \$ 10            | \$ 19,727                    | \$ 62,090                     | 3.1                        | 4                           | -0.9                       |
| 71391  | Golf courses and country clubs                        | \$ 66            | \$ 1,793,853                 | \$ 406,347                    | 0.2                        | 1                           | -0.8                       |
| 71392  | Skating facilities                                    | \$ 7             | \$ 6,002,198                 | \$ 43,243                     | 0.0                        | -                           | 0.0                        |
| 71393  | Marinas   | \$ 12            | \$ 1,028,868                 | \$ 75,973                     | 0.1                        | -                           | 0.1                        |
| 71394  | Fitness and recreational sports centers               | \$ 77            | \$ 807,375                   | \$ 469,578                    | 0.6                        | 1                           | -0.4                       |
| 71395  | Bowling centers                                       | \$ 10            | \$ 758,860                   | \$ 60,198                     | 0.1                        | -                           | 0.1                        |
| 71399  | All other amusement and recreation industries         | \$ 26            | \$ 523,408                   | \$ 162,179                    | 0.3                        | 2                           | -1.7                       |
| 7211   | Accommodations  | \$ 624           | \$ 3,068,294                 | \$ 3,824,479                  | 1.2                        | -                           | 1.2                        |
| 7223   | Special food services                                 | \$ 144           | \$ 1,160,061                 | \$ 882,740                    | 0.8                        | 1                           | -0.2                       |
| 7224   | Drinking places (alcoholic beverages)                 | \$ 63            | \$ 472,205                   | \$ 385,136                    | 0.8                        | 2                           | -1.2                       |
| 7225   | Restaurants and other eating places                   | \$ 1,425         | \$ 863,748                   | \$ 8,734,071                  | 10.1                       | 4                           | 6.1                        |
| 8111   | Automotive repair and maintenance                     | \$ 289           | \$ 577,815                   | \$ 1,772,905                  | 3.1                        | 8                           | -4.9                       |
| 8112   | Electronic and precision equipment repair             | \$ 50            | \$ 1,288,360                 | \$ 306,909                    | 0.2                        | 1                           | -0.8                       |
| 8114   | Personal and household goods repair                   | \$ 20            | \$ 321,285                   | \$ 124,059                    | 0.4                        | 4                           | -3.6                       |
| 812111 | Barber shops  | \$ 2             | \$ 141,920                   | \$ 10,471                     | 0.1                        | -                           | 0.1                        |
| 812112 | Beauty salons   | \$ 61            | \$ 251,808                   | \$ 376,026                    | 1.5                        | 3                           | -1.5                       |
| 812113 | Nail salons   | \$ 10            | \$ 172,357                   | \$ 58,365                     | 0.3                        | -                           | 0.3                        |
| 81219  | Other personal care services                          | \$ 21            | \$ 329,073                   | \$ 131,750                    | 0.4                        | 1                           | -0.6                       |
| 81221  | Funeral homes and funeral services                    | \$ 41            | \$ 831,593                   | \$ 253,904                    | 0.3                        | -                           | 0.3                        |
| 8123   | Drycleaning and laundry services                      | \$ 74            | \$ 652,134                   | \$ 456,091                    | 0.7                        | 1                           | -0.3                       |
| 81291  | Pet care (except veterinary) services                 | \$ 11            | \$ 240,100                   | \$ 65,910                     | 0.3                        | 1                           | -0.7                       |

Note: Assumes Trade Area Population of 6,501, Trade Area Per Capita Income of \$28,122, and U.S. Per Capita Income of \$29,829

Table 4: Trade gap by category

### **How businesses can use this information**

- In categories where a retail gap exists, consider whether or not opportunities exist to expand store merchandise and offer additional goods and services.
- Categories with a surplus of stores may indicate the community is a shopping destination for these areas. What might be done to incentivize those coming to town for these products and services to make purchases in other categories?

## APPENDICES

### Appendix A: ESRI Methodology and Reports Description

#### Tapestry segmentation profile

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.

#### Segmentation methodology

Based on 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 data, ESRI’s proprietary demographic updates, Acxiom Corporation’s InfoBase-X® consumer database and consumer surveys—such as the Survey of the American Consumer™ from GfK MRI—and other sources are used to capture the subtlety and vibrancy of the U.S. marketplace.

Source: Tapestry Segmentation Reference Guide, 2013. Available at <http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf>

#### Media and internet market potential

These habits are derived from an ongoing, comprehensive study of the U.S. adult population called The Survey of the American Consumer. The survey is conducted by Mediamark Research, a national marketing firm. Conducted continuously since 1979, Mediamark surveys the demographics, product usage, and media exposure of all persons aged 18 and over in the contiguous 48 states.

#### Market potential methodology

ESRI computes market potential by combining 2012 Tapestry™ Segmentation data with Doublebase® 2009 data from GfK MRI. Doublebase 2009 is an integration of information from four consumer surveys. Each survey respondent can be identified by Tapestry segment, which provides a rate of consumption by Tapestry segment for a product or service.

Every year, GfK MRI interviews almost 26,000 adult consumers in the 48 contiguous states for the Survey of the American Consumer™. Data collection for the survey is a two-stage process, and a personal approach is used during each stage to advance the reliability of data.

During the initial in-home interview, GfK MRI interviewers observe and verify household and respondent characteristics, as well as collect a wide range of demographic and media usage data.

The interviewer also solicits cooperation for participation in the second, self-administered phase of the data collection process. The interviewer explains how to fill out the questionnaire booklet and arranges its return to GfK MRI, often by personally picking it up. This level of attention makes it highly likely participants will complete the questionnaire, further enhancing the reliability of survey data.

For more information, see

<http://www.gfkmri.com/Products/TheSurveyoftheAmericanConsumer.aspx> and follow “The Survey of the American Consumer.”

### **Retail Gap Analysis**

A retail gap analysis is a basic comparison of the supply and demand for retail goods and services in an area. Store categories in which demand is greater than supply indicate an opportunity for business development and possible investigation.

#### **Demand data and methodology**

Demand is calculated from 2012 U.S. Economic Census data. The U.S. Economic Census is a federally mandated census of businesses, which surveys medium, large, and multi-establishment firms. It also compiles data on small firms and select industries from other federal administration records (e.g., tax records). Of particular note are gross sales estimates per store category (NAICS code), which is used to calculate demand. For each market area profile, the population of the target trade area is multiplied by per capita spending across all store categories, giving an estimate of gross sales demand. To best illustrate a store gap, total sales are converted into store equivalents using the average sales per store in each category.

#### **Supply data and methodology**

Supply data is from InfoUSA, a private national business data compiler. The company collects information on more than 12 million private and public U.S. companies from various public data sources, including yellow pages, annual reports, and others business directories. For each market area profile, business listings in the target area are sorted according to store category (NAICS code) and matched with the demand estimate in the same category for comparison.

## Appendix B: ESRI Market Profile



### Market Profile

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

|                                | Wells Trade Area |
|--------------------------------|------------------|
| <b>Population Summary</b>      |                  |
| 2000 Total Population          | 7,365            |
| 2010 Total Population          | 6,592            |
| 2017 Total Population          | 6,501            |
| 2017 Group Quarters            | 52               |
| 2022 Total Population          | 6,416            |
| 2017-2022 Annual Rate          | -0.26%           |
| 2017 Total Daytime Population  | 6,111            |
| Workers                        | 2,934            |
| Residents                      | 3,177            |
| <b>Household Summary</b>       |                  |
| 2000 Households                | 2,961            |
| 2000 Average Household Size    | 2.45             |
| 2010 Households                | 2,801            |
| 2010 Average Household Size    | 2.33             |
| 2017 Households                | 2,769            |
| 2017 Average Household Size    | 2.33             |
| 2022 Households                | 2,735            |
| 2022 Average Household Size    | 2.33             |
| 2017-2022 Annual Rate          | -0.25%           |
| 2010 Families                  | 1,873            |
| 2010 Average Family Size       | 2.85             |
| 2017 Families                  | 1,839            |
| 2017 Average Family Size       | 2.84             |
| 2022 Families                  | 1,811            |
| 2022 Average Family Size       | 2.84             |
| 2017-2022 Annual Rate          | -0.31%           |
| <b>Housing Unit Summary</b>    |                  |
| 2000 Housing Units             | 3,174            |
| Owner Occupied Housing Units   | 77.8%            |
| Renter Occupied Housing Units  | 15.5%            |
| Vacant Housing Units           | 6.7%             |
| 2010 Housing Units             | 3,109            |
| Owner Occupied Housing Units   | 74.2%            |
| Renter Occupied Housing Units  | 15.9%            |
| Vacant Housing Units           | 9.9%             |
| 2017 Housing Units             | 3,101            |
| Owner Occupied Housing Units   | 72.3%            |
| Renter Occupied Housing Units  | 17.0%            |
| Vacant Housing Units           | 10.7%            |
| 2022 Housing Units             | 3,106            |
| Owner Occupied Housing Units   | 71.5%            |
| Renter Occupied Housing Units  | 16.6%            |
| Vacant Housing Units           | 11.9%            |
| <b>Median Household Income</b> |                  |
| 2017                           | \$51,430         |
| 2022                           | \$58,767         |
| <b>Median Home Value</b>       |                  |
| 2017                           | \$105,437        |
| 2022                           | \$116,437        |
| <b>Per Capita Income</b>       |                  |
| 2017                           | \$28,122         |
| 2022                           | \$33,804         |
| <b>Median Age</b>              |                  |
| 2010                           | 45.0             |
| 2017                           | 46.1             |
| 2022                           | 47.0             |

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 03, 2018



## Market Profile

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

|   |  | Wells Trade Area |
|---|--|------------------|
| <b>2017 Households by Income</b>                  |  |                  |
| Household Income Base                             |  | 2,769            |
| <\$15,000   |  | 12.3%            |
| \$15,000 - \$24,999                               |  | 11.6%            |
| \$25,000 - \$34,999                               |  | 10.9%            |
| \$35,000 - \$49,999                               |  | 13.3%            |
| \$50,000 - \$74,999                               |  | 21.0%            |
| \$75,000 - \$99,999                               |  | 13.0%            |
| \$100,000 - \$149,999                             |  | 11.5%            |
| \$150,000 - \$199,999                             |  | 3.6%             |
| \$200,000+  |  | 2.7%             |
| Average Household Income                          |  | \$66,174         |
| <b>2022 Households by Income</b>                  |  |                  |
| Household Income Base                             |  | 2,735            |
| <\$15,000   |  | 11.2%            |
| \$15,000 - \$24,999                               |  | 10.2%            |
| \$25,000 - \$34,999                               |  | 9.2%             |
| \$35,000 - \$49,999                               |  | 11.0%            |
| \$50,000 - \$74,999                               |  | 18.7%            |
| \$75,000 - \$99,999                               |  | 15.3%            |
| \$100,000 - \$149,999                             |  | 15.2%            |
| \$150,000 - \$199,999                             |  | 5.4%             |
| \$200,000+  |  | 3.7%             |
| Average Household Income                          |  | \$79,525         |
| <b>2017 Owner Occupied Housing Units by Value</b> |  |                  |
| Total   |  | 2,242            |
| <\$50,000   |  | 13.6%            |
| \$50,000 - \$99,999                               |  | 34.1%            |
| \$100,000 - \$149,999                             |  | 20.9%            |
| \$150,000 - \$199,999                             |  | 13.1%            |
| \$200,000 - \$249,999                             |  | 6.0%             |
| \$250,000 - \$299,999                             |  | 5.0%             |
| \$300,000 - \$399,999                             |  | 3.5%             |
| \$400,000 - \$499,999                             |  | 1.5%             |
| \$500,000 - \$749,999                             |  | 0.9%             |
| \$750,000 - \$999,999                             |  | 0.5%             |
| \$1,000,000 +                                     |  | 0.8%             |
| Average Home Value                                |  | \$144,949        |
| <b>2022 Owner Occupied Housing Units by Value</b> |  |                  |
| Total   |  | 2,220            |
| <\$50,000   |  | 11.7%            |
| \$50,000 - \$99,999                               |  | 31.9%            |
| \$100,000 - \$149,999                             |  | 19.6%            |
| \$150,000 - \$199,999                             |  | 13.5%            |
| \$200,000 - \$249,999                             |  | 6.8%             |
| \$250,000 - \$299,999                             |  | 6.5%             |
| \$300,000 - \$399,999                             |  | 4.9%             |
| \$400,000 - \$499,999                             |  | 2.2%             |
| \$500,000 - \$749,999                             |  | 1.2%             |
| \$750,000 - \$999,999                             |  | 0.5%             |
| \$1,000,000 +                                     |  | 1.2%             |
| Average Home Value                                |  | \$162,151        |

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

October 03, 2018



## Market Profile

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

|                               |  | Wells Trade Area |
|-------------------------------|--|------------------|
| <b>2010 Population by Age</b> |  |                  |
| Total                         |  | 6,592            |
| 0 - 4                         |  | 5.6%             |
| 5 - 9                         |  | 6.0%             |
| 10 - 14                       |  | 6.9%             |
| 15 - 24                       |  | 10.5%            |
| 25 - 34                       |  | 9.7%             |
| 35 - 44                       |  | 11.2%            |
| 45 - 54                       |  | 16.2%            |
| 55 - 64                       |  | 13.7%            |
| 65 - 74                       |  | 9.3%             |
| 75 - 84                       |  | 7.1%             |
| 85 +                          |  | 3.7%             |
| 18 +                          |  | 77.4%            |
| <b>2017 Population by Age</b> |  |                  |
| Total                         |  | 6,501            |
| 0 - 4                         |  | 5.3%             |
| 5 - 9                         |  | 5.8%             |
| 10 - 14                       |  | 6.2%             |
| 15 - 24                       |  | 10.4%            |
| 25 - 34                       |  | 10.5%            |
| 35 - 44                       |  | 10.5%            |
| 45 - 54                       |  | 13.9%            |
| 55 - 64                       |  | 15.5%            |
| 65 - 74                       |  | 11.7%            |
| 75 - 84                       |  | 6.6%             |
| 85 +                          |  | 3.6%             |
| 18 +                          |  | 79.1%            |
| <b>2022 Population by Age</b> |  |                  |
| Total                         |  | 6,415            |
| 0 - 4                         |  | 5.1%             |
| 5 - 9                         |  | 5.6%             |
| 10 - 14                       |  | 6.3%             |
| 15 - 24                       |  | 10.0%            |
| 25 - 34                       |  | 10.0%            |
| 35 - 44                       |  | 10.8%            |
| 45 - 54                       |  | 12.2%            |
| 55 - 64                       |  | 15.2%            |
| 65 - 74                       |  | 13.9%            |
| 75 - 84                       |  | 7.6%             |
| 85 +                          |  | 3.4%             |
| 18 +                          |  | 79.2%            |
| <b>2010 Population by Sex</b> |  |                  |
| Males                         |  | 3,313            |
| Females                       |  | 3,279            |
| <b>2017 Population by Sex</b> |  |                  |
| Males                         |  | 3,283            |
| Females                       |  | 3,218            |
| <b>2022 Population by Sex</b> |  |                  |
| Males                         |  | 3,260            |
| Females                       |  | 3,156            |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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## Market Profile

Wells Trade Area  
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|   | Wells Trade Area |
|---|------------------|
| <b>2010 Population by Race/Ethnicity</b>                  |                  |
| Total   | 6,592            |
| White Alone   | 97.3%            |
| Black Alone   | 0.3%             |
| American Indian Alone                                     | 0.2%             |
| Asian Alone   | 0.5%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 0.9%             |
| Two or More Races   | 0.9%             |
| Hispanic Origin   | 4.6%             |
| Diversity Index   | 13.8             |
| <b>2017 Population by Race/Ethnicity</b>                  |                  |
| Total   | 6,499            |
| White Alone   | 96.3%            |
| Black Alone   | 0.6%             |
| American Indian Alone                                     | 0.4%             |
| Asian Alone   | 0.7%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.1%             |
| Two or More Races   | 1.0%             |
| Hispanic Origin   | 5.5%             |
| Diversity Index   | 17.0             |
| <b>2022 Population by Race/Ethnicity</b>                  |                  |
| Total   | 6,416            |
| White Alone   | 95.6%            |
| Black Alone   | 0.8%             |
| American Indian Alone                                     | 0.5%             |
| Asian Alone   | 0.8%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.2%             |
| Two or More Races   | 1.1%             |
| Hispanic Origin   | 6.4%             |
| Diversity Index   | 19.6             |
| <b>2010 Population by Relationship and Household Type</b> |                  |
| Total   | 6,592            |
| In Households   | 99.2%            |
| In Family Households                                      | 83.0%            |
| Householder   | 28.3%            |
| Spouse  | 23.3%            |
| Child   | 27.9%            |
| Other relative  | 1.5%             |
| Nonrelative   | 2.0%             |
| In Nonfamily Households                                   | 16.2%            |
| In Group Quarters   | 0.8%             |
| Institutionalized Population                              | 0.8%             |
| Noninstitutionalized Population                           | 0.0%             |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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|  | Wells Trade Area |
|--|------------------|
| <b>2017 Population 25+ by Educational Attainment</b> |                  |
| Total  | 4,699            |
| Less than 9th Grade                                  | 4.3%             |
| 9th - 12th Grade, No Diploma                         | 6.2%             |
| High School Graduate                                 | 35.6%            |
| GED/Alternative Credential                           | 2.3%             |
| Some College, No Degree                              | 21.4%            |
| Associate Degree                                     | 13.1%            |
| Bachelor's Degree                                    | 13.5%            |
| Graduate/Professional Degree                         | 3.6%             |
| <b>2017 Population 15+ by Marital Status</b>         |                  |
| Total  | 5,378            |
| Never Married  | 22.2%            |
| Married  | 61.5%            |
| Widowed  | 8.2%             |
| Divorced   | 8.1%             |
| <b>2017 Civilian Population 16+ in Labor Force</b>   |                  |
| Civilian Employed                                    | 97.7%            |
| Civilian Unemployed (Unemployment Rate)              | 2.3%             |
| <b>2017 Employed Population 16+ by Industry</b>      |                  |
| Total  | 3,334            |
| Agriculture/Mining                                   | 12.9%            |
| Construction   | 8.4%             |
| Manufacturing  | 15.9%            |
| Wholesale Trade                                      | 2.8%             |
| Retail Trade   | 9.4%             |
| Transportation/Utilities                             | 5.9%             |
| Information  | 1.4%             |
| Finance/Insurance/Real Estate                        | 4.8%             |
| Services   | 36.7%            |
| Public Administration                                | 1.9%             |
| <b>2017 Employed Population 16+ by Occupation</b>    |                  |
| Total  | 3,336            |
| White Collar   | 51.0%            |
| Management/Business/Financial                        | 18.4%            |
| Professional   | 14.4%            |
| Sales  | 6.7%             |
| Administrative Support                               | 11.6%            |
| Services   | 16.6%            |
| Blue Collar  | 32.4%            |
| Farming/Forestry/Fishing                             | 2.9%             |
| Construction/Extraction                              | 6.4%             |
| Installation/Maintenance/Repair                      | 5.5%             |
| Production   | 7.3%             |
| Transportation/Material Moving                       | 10.2%            |
| <b>2010 Population By Urban/ Rural Status</b>        |                  |
| Total Population                                     | 6,592            |
| Population Inside Urbanized Area                     | 0.0%             |
| Population Inside Urbanized Cluster                  | 0.0%             |
| Rural Population                                     | 100.0%           |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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|  | Wells Trade Area |
|--|------------------|
| <b>2010 Households by Type</b>                       |                  |
| Total  | 2,802            |
| Households with 1 Person                             | 28.9%            |
| Households with 2+ People                            | 71.1%            |
| Family Households                                    | 66.8%            |
| Husband-wife Families                                | 55.1%            |
| With Related Children                                | 19.3%            |
| Other Family (No Spouse Present)                     | 11.7%            |
| Other Family with Male Householder                   | 3.9%             |
| With Related Children                                | 2.3%             |
| Other Family with Female Householder                 | 7.8%             |
| With Related Children                                | 5.1%             |
| Nonfamily Households                                 | 4.2%             |
| All Households with Children                         | 27.1%            |
| Multigenerational Households                         | 1.6%             |
| Unmarried Partner Households                         | 5.9%             |
| Male-female  | 5.6%             |
| Same-sex   | 0.2%             |
| <b>2010 Households by Size</b>                       |                  |
| Total  | 2,802            |
| 1 Person Household                                   | 28.9%            |
| 2 Person Household                                   | 38.7%            |
| 3 Person Household                                   | 13.4%            |
| 4 Person Household                                   | 10.9%            |
| 5 Person Household                                   | 5.3%             |
| 6 Person Household                                   | 2.0%             |
| 7 + Person Household                                 | 0.8%             |
| <b>2010 Households by Tenure and Mortgage Status</b> |                  |
| Total  | 2,801            |
| Owner Occupied                                       | 82.3%            |
| Owned with a Mortgage/Loan                           | 46.3%            |
| Owned Free and Clear                                 | 36.0%            |
| Renter Occupied                                      | 17.7%            |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |                  |
| Total Housing Units                                  | 3,109            |
| Housing Units Inside Urbanized Area                  | 0.0%             |
| Housing Units Inside Urbanized Cluster               | 0.0%             |
| Rural Housing Units                                  | 100.0%           |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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|   |    | Wells Trade Area      |
|---|----|-----------------------|
| <b>Top 3 Tapestry Segments</b>                              |    |                       |
|   | 1. | Heartland Communities |
|   | 2. | Prairie Living (6D)   |
|   | 3. | Top Tier (1A)         |
| <b>2017 Consumer Spending</b>                               |    |                       |
| Apparel & Services: Total \$                                |    | \$4,412,764           |
| Average Spent   |    | \$1,593.63            |
| Spending Potential Index                                    |    | 74                    |
| Education: Total \$   |    | \$2,320,075           |
| Average Spent   |    | \$837.87              |
| Spending Potential Index                                    |    | 58                    |
| Entertainment/Recreation: Total \$                          |    | \$7,768,806           |
| Average Spent   |    | \$2,805.64            |
| Spending Potential Index                                    |    | 90                    |
| Food at Home: Total \$                                      |    | \$13,143,672          |
| Average Spent   |    | \$4,746.72            |
| Spending Potential Index                                    |    | 94                    |
| Food Away from Home: Total \$                               |    | \$7,370,421           |
| Average Spent   |    | \$2,661.76            |
| Spending Potential Index                                    |    | 80                    |
| Health Care: Total \$                                       |    | \$15,606,272          |
| Average Spent   |    | \$5,636.07            |
| Spending Potential Index                                    |    | 101                   |
| HH Furnishings & Equipment: Total \$                        |    | \$4,699,346           |
| Average Spent   |    | \$1,697.13            |
| Spending Potential Index                                    |    | 87                    |
| Personal Care Products & Services: Total \$                 |    | \$1,764,876           |
| Average Spent   |    | \$637.37              |
| Spending Potential Index                                    |    | 80                    |
| Shelter: Total \$   |    | \$32,267,938          |
| Average Spent   |    | \$11,653.28           |
| Spending Potential Index                                    |    | 72                    |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ |    | \$5,521,885           |
| Average Spent   |    | \$1,994.18            |
| Spending Potential Index                                    |    | 85                    |
| Travel: Total \$  |    | \$4,388,142           |
| Average Spent   |    | \$1,584.74            |
| Spending Potential Index                                    |    | 76                    |
| Vehicle Maintenance & Repairs: Total \$                     |    | \$2,800,134           |
| Average Spent   |    | \$1,011.24            |
| Spending Potential Index                                    |    | 94                    |

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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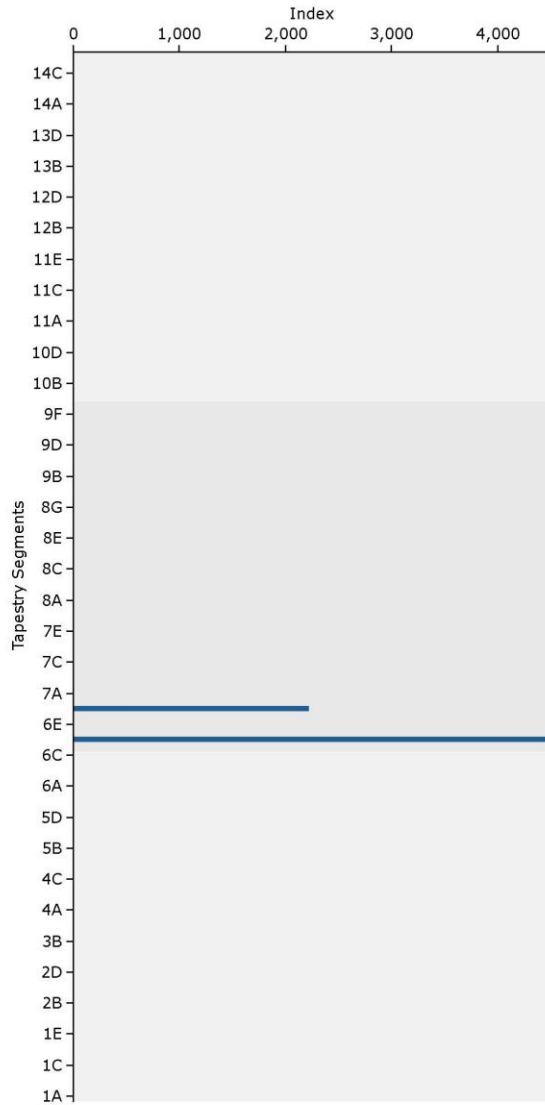


# Tapestry Segmentation Area Profile

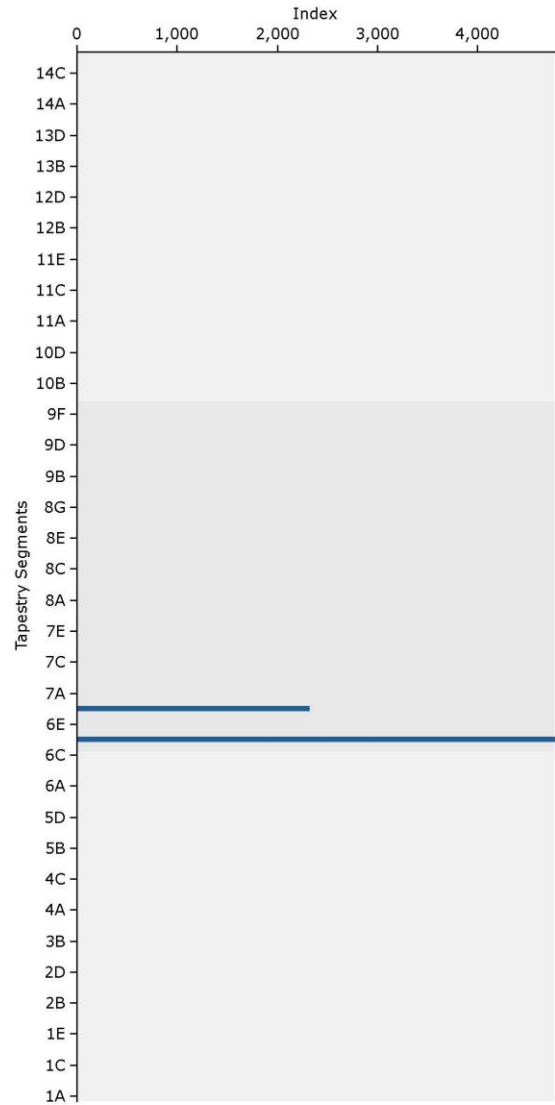
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### 2017 Tapestry Indexes by Households



### 2017 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

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## Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups        | 2017 Households |               |            | 2017 Adult Population |               |            |
|---------------------------------|-----------------|---------------|------------|-----------------------|---------------|------------|
|                                 | Number          | Percent       | Index      | Number                | Percent       | Index      |
| <b>Total:</b>                   | 2,769           | 100.0%        |            | 5,145                 | 100.0%        |            |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Top Tier (1A)                   | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Professional Pride (1B)         | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Boomburbs (1C)                  | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Savvy Suburbanites (1D)         | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Exurbanites (1E)                | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Urban Chic (2A)                 | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Pleasantville (2B)              | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Pacific Heights (2C)            | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Enterprising Professionals (2D) | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Laptops and Lattes (3A)         | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Metro Renters (3B)              | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Trendsetters (3C)               | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| <b>4. Family Landscapes</b>     | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Soccer Moms (4A)                | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Home Improvement (4B)           | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Middleburg (4C)                 | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| <b>5. GenXurban</b>             | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Comfortable Empty Nesters (5A)  | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| In Style (5B)                   | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Parks and Rec (5C)              | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Rustbelt Traditions (5D)        | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Midlife Constants (5E)          | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| <b>6. Cozy Country Living</b>   | <b>2,769</b>    | <b>100.0%</b> | <b>833</b> | <b>5,145</b>          | <b>100.0%</b> | <b>846</b> |
| Green Acres (6A)                | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Salt of the Earth (6B)          | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| The Great Outdoors (6C)         | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Prairie Living (6D)             | 1,344           | 48.5%         | 4,518      | 2,550                 | 49.6%         | 4,783      |
| Rural Resort Dwellers (6E)      | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Heartland Communities (6F)      | 1,425           | 51.5%         | 2,223      | 2,595                 | 50.4%         | 2,333      |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b>   | <b>0</b>   | <b>0</b>              | <b>0.0%</b>   | <b>0</b>   |
| Up and Coming Families (7A)     | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Urban Villages (7B)             | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| American Dreamers (7C)          | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Barrios Urbanos (7D)            | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Valley Growers (7E)             | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |
| Southwestern Families (7F)      | 0               | 0.0%          | 0          | 0                     | 0.0%          | 0          |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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# Tapestry Segmentation Area Profile

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| Tapestry LifeMode Groups         | 2017 Households |             |          | 2017 Adult Population |             |          |
|----------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                  | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                    | 2,769           | 100.0%      |          | 5,145                 | 100.0%      |          |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| City Lights (8A)                 | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Emerald City (8B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Bright Young Professionals (8C)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Downtown Melting Pot (8D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Front Porches (8E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Old and Newcomers (8F)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Hardscrabble Road (8G)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>9. Senior Styles</b>          | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Silver & Gold (9A)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Golden Years (9B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| The Elders (9C)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Senior Escapes (9D)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Retirement Communities (9E)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Social Security Set (9F)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Southern Satellites (10A)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rooted Rural (10B)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Diners & Miners (10C)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Down the Road (10D)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rural Bypasses (10E)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| City Strivers (11A)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Young and Restless (11B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Fusion (11C)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Set to Impress (11D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Commons (11E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Family Foundations (12A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Traditional Living (12B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Small Town Simplicity (12C)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Modest Income Homes (12D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| International Marketplace (13A)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Las Casas (13B)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| NeWest Residents (13C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Fresh Ambitions (13D)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| High Rise Renters (13E)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Military Proximity (14A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| College Towns (14B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Dorms to Diplomas (14C)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Unclassified (15)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

December 04, 2018

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## Tapestry Segmentation Area Profile

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

| Tapestry Urbanization Groups     | 2017 Households |             |          | 2017 Adult Population |             |          |
|----------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                  | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                    | 2,769           | 100.0%      |          | 5,145                 | 100.0%      |          |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Laptops and Lattes (3A)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Renters (3B)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Trendsetters (3C)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Downtown Melting Pot (8D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Strivers (11A)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| NeWest Residents (13C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Fresh Ambitions (13D)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| High Rise Renters (13E)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>2. Urban Periphery</b>        | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Pacific Heights (2C)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rustbelt Traditions (5D)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Urban Villages (7B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| American Dreamers (7C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Barrios Urbanos (7D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Southwestern Families (7F)       | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Lights (8A)                 | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Bright Young Professionals (8C)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Fusion (11C)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Family Foundations (12A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Modest Income Homes (12D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| International Marketplace (13A)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Las Casas (13B)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>3. Metro Cities</b>           | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| In Style (5B)                    | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Emerald City (8B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Front Porches (8E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Old and Newcomers (8F)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Hardscrabble Road (8G)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Retirement Communities (9E)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Social Security Set (9F)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Young and Restless (11B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Set to Impress (11D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Commons (11E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Traditional Living (12B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| College Towns (14B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Dorms to Diplomas (14C)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

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# Tapestry Segmentation Area Profile

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

| Tapestry Urbanization Groups    | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 2,769           | 100.0%       |            | 5,145                 | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Top Tier (1A)                   | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Professional Pride (1B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Boomburbs (1C)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Savvy Suburbanites (1D)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Exurbanites (1E)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Chic (2A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Pleasantville (2B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Enterprising Professionals (2D) | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Soccer Moms (4A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Comfortable Empty Nesters (5A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Parks and Rec (5C)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Midlife Constants (5E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Up and Coming Families (7A)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Silver & Gold (9A)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Golden Years (9B)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| The Elders (9C)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>1,425</b>    | <b>51.5%</b> | <b>552</b> | <b>2,595</b>          | <b>50.4%</b> | <b>560</b> |
| Middleburg (4C)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Heartland Communities (6F)      | 1,425           | 51.5%        | 2,223      | 2,595                 | 50.4%        | 2,333      |
| Valley Growers (7E)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Senior Escapes (9D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Down the Road (10D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Small Town Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>1,344</b>    | <b>48.5%</b> | <b>289</b> | <b>2,550</b>          | <b>49.6%</b> | <b>295</b> |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| The Great Outdoors (6C)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Prairie Living (6D)             | 1,344           | 48.5%        | 4,518      | 2,550                 | 49.6%        | 4,783      |
| Rural Resort Dwellers (6E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southern Satellites (10A)       | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rooted Rural (10B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Diners & Miners (10C)           | 0               | 0.0%         | 0          | 0                     | 0%           | 0          |
| Rural Bypasses (10E)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Unclassified (15)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

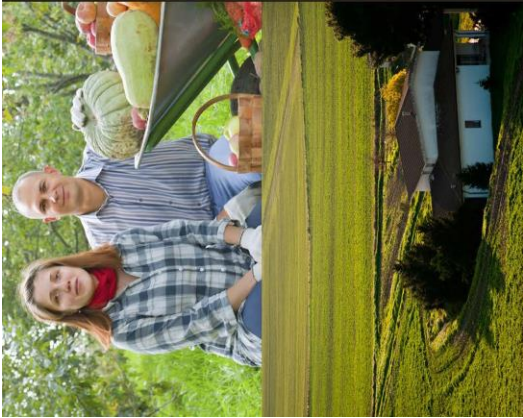
**Source:** Esri

December 04, 2018

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LifeMode Group: Cozy Country Living  
**Prairie Living**



**Households:** 1,323,200  
**Average Household Size:** 2.51  
**Median Age:** 44.4  
**Median Household Income:** \$54,300

**WHO ARE WE?**

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

**OUR NEIGHBORHOOD**

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

**SOCIOECONOMIC TRAITS**

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creators of habit when purchasing food items.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

LifeMode Group: Cozy Country Living  
**6D Prairie Living**



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have no interest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

**HOUSING**

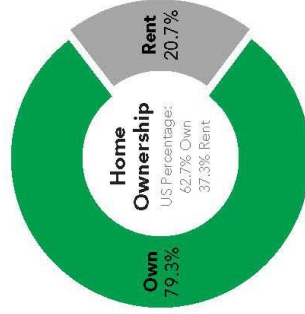
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

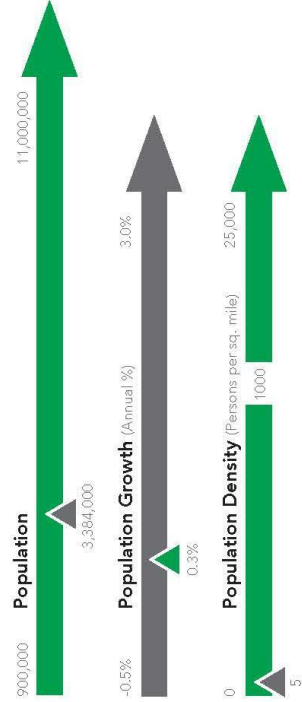
**Median Value:**  
\$139,800

US Median: \$207,300



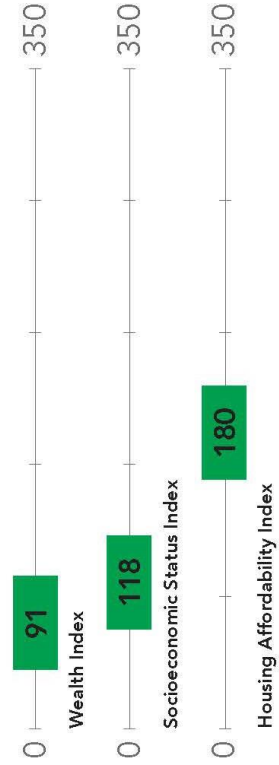
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





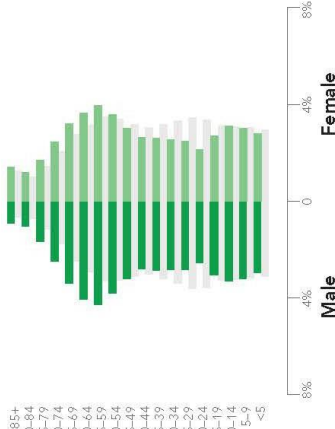
# LifeMode Group: Cozy Country Living Prairie Living



## AGE BY SEX (Esri data)

**Median Age: 44.4** US: 38.2

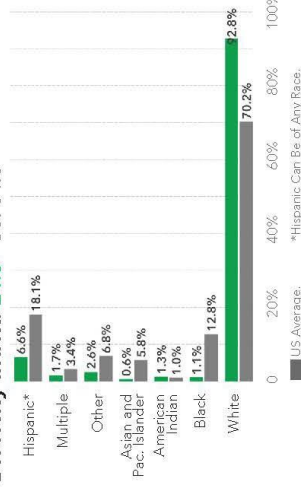
■ Indicates US



## RACE AND ETHNICITY (Esri data)

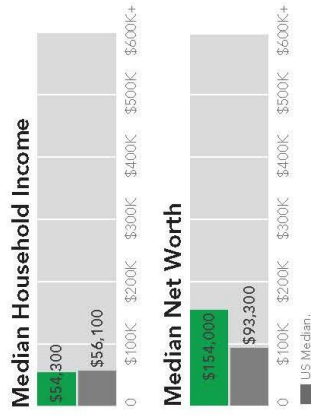
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 24.6** US: 64.0



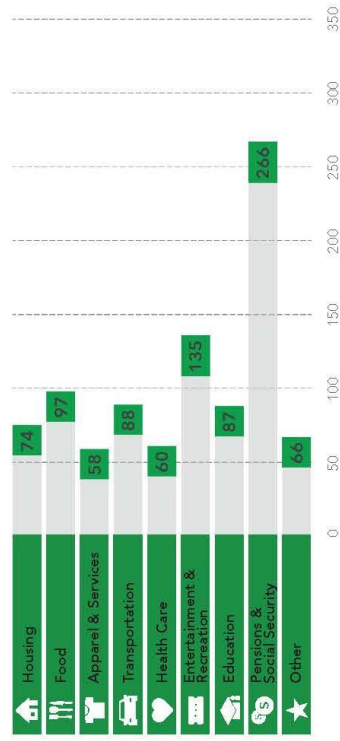
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



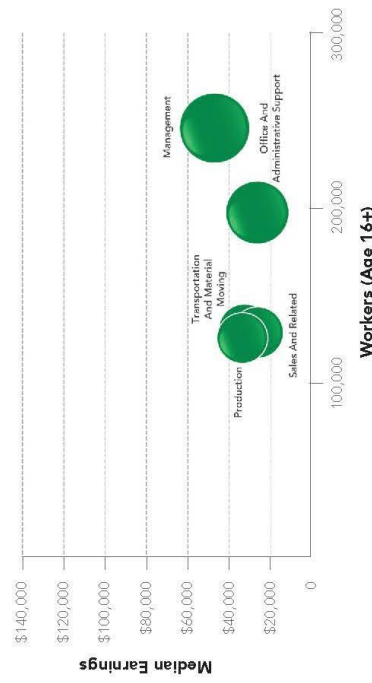
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



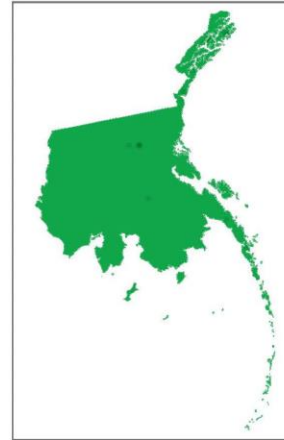
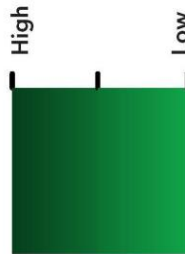
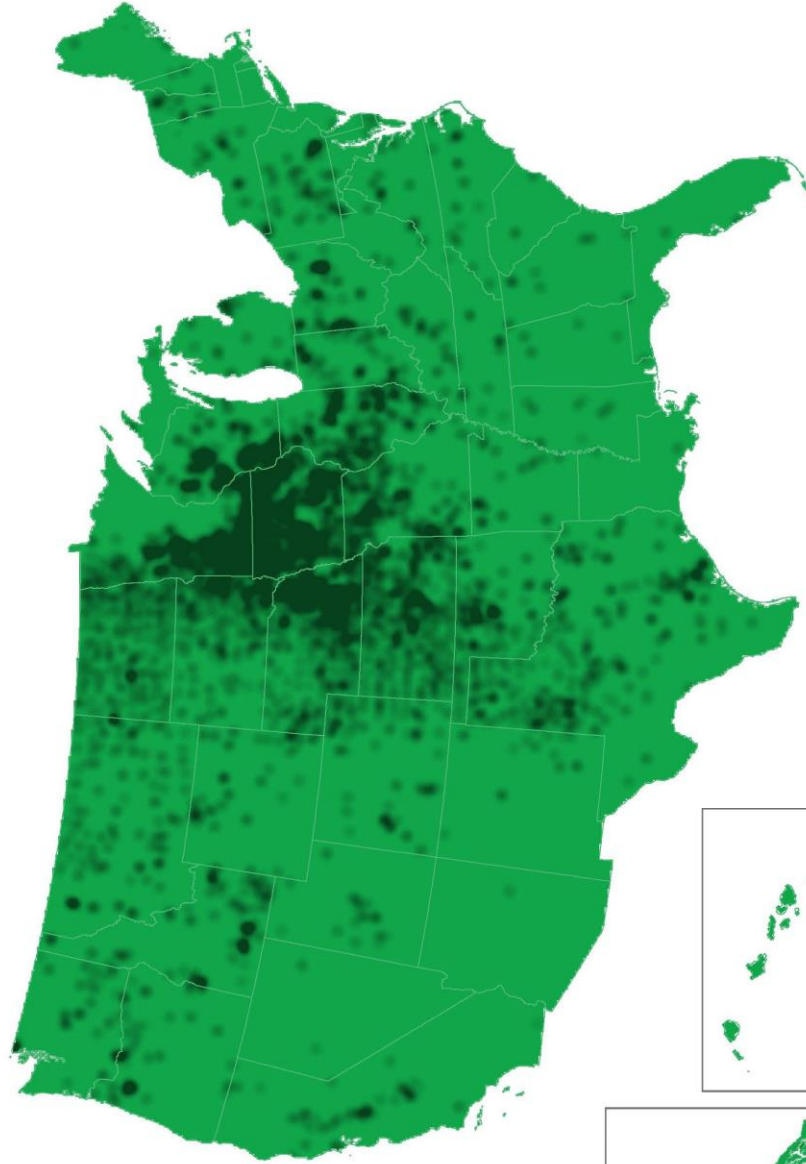


LifeMode Group: Cozy Country Living  
**Prairie Living**

**TAPESTRY  
 SEGMENTATION**  
 esri.com/tapestry



**SEGMENT DENSITY**  
 This map illustrates the density and distribution of the *Prairie Living* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

# Heartland Communities



**Households:** 2,850,600

**Average Household Size:** 2.39

**Median Age:** 42.3

**Median Household Income:** \$42,400

## WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

## OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

## SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GRK, MRI.





# LifeMode Group: Cozy Country Living Heartland Communities



## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

## HOUSING

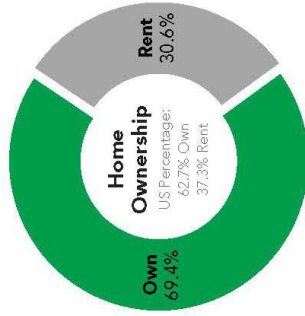
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

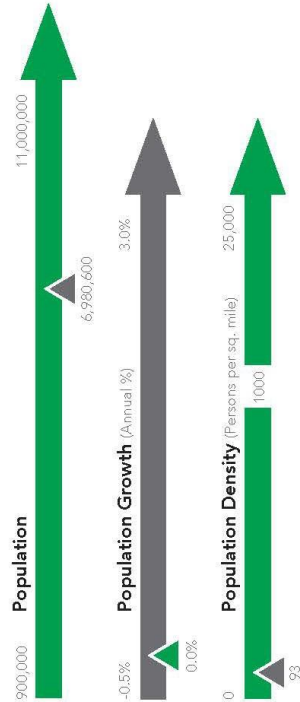
**Median Value:**  
\$95,700

US Median: \$207,300



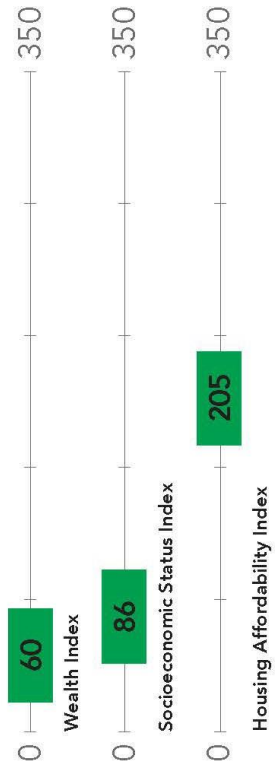
## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



## ESRI INDEXES

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LifeMode Group: Cozy Country Living

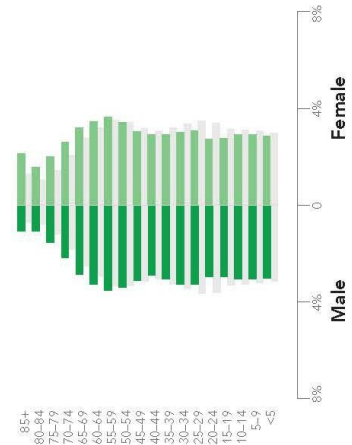
# Heartland Communities



## AGE BY SEX (Esri data)

**Median Age: 42.3** US: 38.2

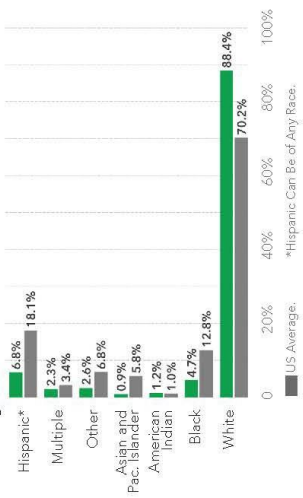
■ Indicates US



## RACE AND ETHNICITY (Esri data)

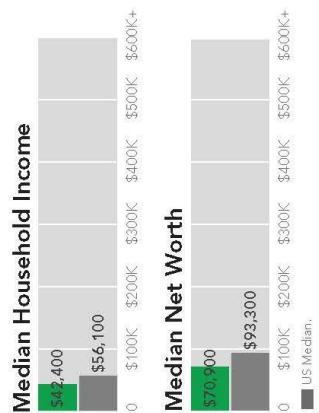
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 31.5** US: 64.0



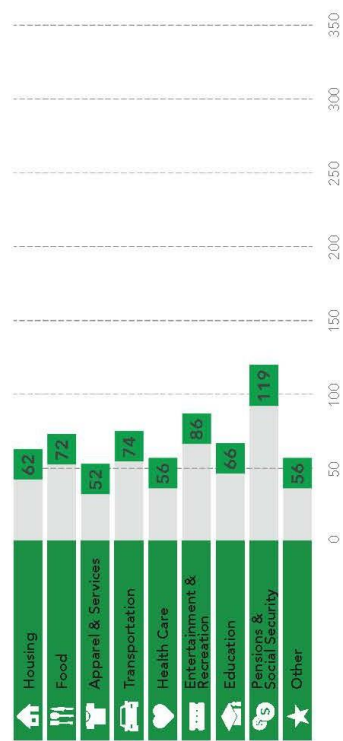
## INCOME AND NET WORTH

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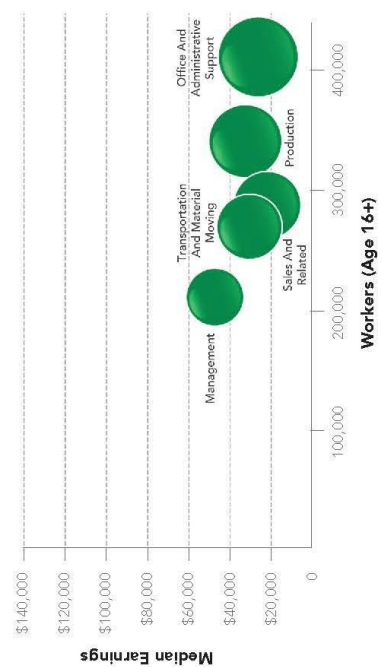
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



6F

LifeMode Group: Cozy Country Living

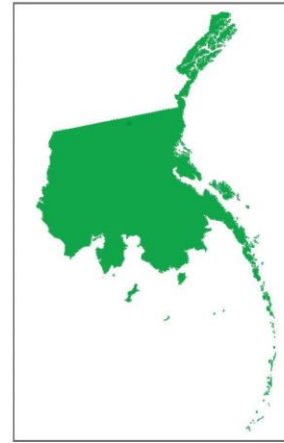
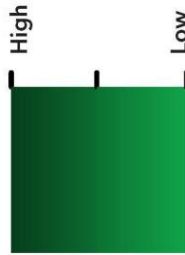
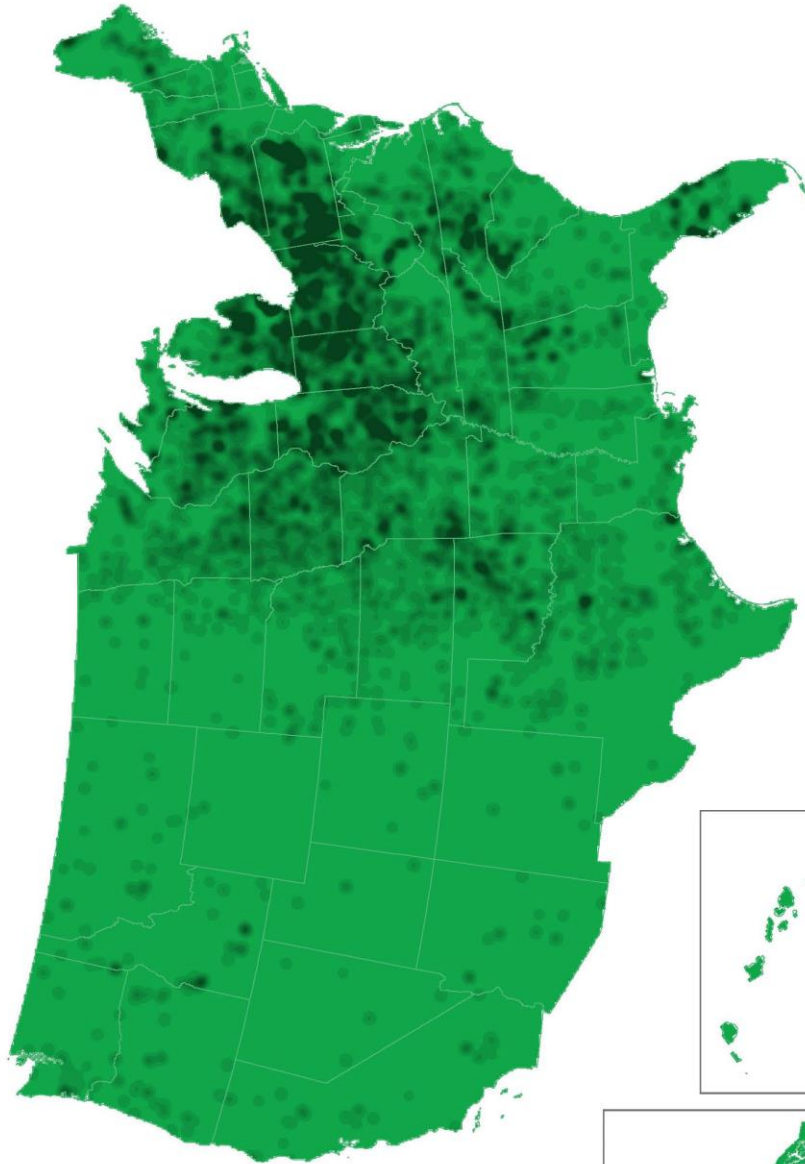
# Heartland Communities



TAPESTRY  
SEGMENTATION  
esri.com/tapestry

## SEGMENT DENSITY

This map illustrates the density and distribution of the Heartland Communities Tapestry Segment by households.



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## Appendix D: ESRI Retail Goods and Services Expenditure Estimates



### Retail Goods and Services Expenditures

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2017                 | 2022         |
|---|---------|--------------------------|----------------------|--------------|
| Heartland Communities (6F)                    | 51.5%   | Population               | 6,501                | 6,416        |
| Prairie Living (6D)                           | 48.5%   | Households               | 2,769                | 2,735        |
| Top Tier (1A)                                 | 0.0%    | Families                 | 1,839                | 1,811        |
| Professional Pride (1B)                       | 0.0%    | Median Age               | 46.1                 | 47.0         |
| Boomburbs (1C)                                | 0.0%    | Median Household Income  | \$51,430             | \$58,767     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 74                       | \$1,593.63           | \$4,412,764  |
| Men's   |         | 76                       | \$322.34             | \$892,571    |
| Women's                                       |         | 73                       | \$540.64             | \$1,497,045  |
| Children's                                    |         | 80                       | \$267.64             | \$741,085    |
| Footwear                                      |         | 76                       | \$350.07             | \$969,353    |
| Watches & Jewelry                             |         | 62                       | \$73.17              | \$202,606    |
| Apparel Products and Services (1)             |         | 49                       | \$39.76              | \$110,104    |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 69                       | \$118.76             | \$328,838    |
| Portable Memory                               |         | 73                       | \$3.88               | \$10,737     |
| Computer Software                             |         | 58                       | \$6.68               | \$18,494     |
| Computer Accessories                          |         | 69                       | \$12.44              | \$34,442     |
| <b>Entertainment &amp; Recreation</b>         |         |                          |                      |              |
| Fees and Admissions                           |         | 58                       | \$370.68             | \$1,026,424  |
| Membership Fees for Clubs (2)                 |         | 57                       | \$119.27             | \$330,247    |
| Fees for Participant Sports, excl. Trips      |         | 61                       | \$60.95              | \$168,759    |
| Tickets to Theatre/Operas/Concerts            |         | 60                       | \$35.83              | \$99,211     |
| Tickets to Movies/Museums/Parks               |         | 59                       | \$45.61              | \$126,302    |
| Admission to Sporting Events, excl. Trips     |         | 68                       | \$37.70              | \$104,395    |
| Fees for Recreational Lessons                 |         | 53                       | \$70.96              | \$196,495    |
| Dating Services                               |         | 46                       | \$0.37               | \$1,016      |
| TV/Video/Audio                                |         | 93                       | \$1,187.30           | \$3,287,647  |
| Cable and Satellite Television Services       |         | 97                       | \$923.82             | \$2,558,061  |
| Televisions                                   |         | 73                       | \$87.24              | \$241,560    |
| Satellite Dishes                              |         | 57                       | \$0.83               | \$2,294      |
| VCRs, Video Cameras, and DVD Players          |         | 89                       | \$5.79               | \$16,042     |
| Miscellaneous Video Equipment                 |         | 97                       | \$9.32               | \$25,819     |
| Video Cassettes and DVDs                      |         | 96                       | \$14.64              | \$40,545     |
| Video Game Hardware/Accessories               |         | 86                       | \$25.15              | \$69,630     |
| Video Game Software                           |         | 82                       | \$12.63              | \$34,981     |
| Streaming/Downloaded Video                    |         | 77                       | \$19.74              | \$54,667     |
| Rental of Video Cassettes and DVDs            |         | 81                       | \$12.41              | \$34,361     |
| Installation of Televisions                   |         | 42                       | \$0.37               | \$1,016      |
| Audio (3)                                     |         | 82                       | \$72.83              | \$201,668    |
| Rental and Repair of TV/Radio/Sound Equipment |         | 63                       | \$2.53               | \$7,003      |
| Pets  |         | 116                      | \$689.15             | \$1,908,270  |
| Toys/Games/Crafts/Hobbies (4)                 |         | 89                       | \$107.70             | \$298,211    |
| Recreational Vehicles and Fees (5)            |         | 114                      | \$116.48             | \$322,544    |
| Sports/Recreation/Exercise Equipment (6)      |         | 91                       | \$156.30             | \$432,786    |
| Photo Equipment and Supplies (7)              |         | 76                       | \$42.31              | \$117,157    |
| Reading (8)                                   |         | 94                       | \$117.48             | \$325,300    |
| Catered Affairs (9)                           |         | 60                       | \$18.23              | \$50,466     |
| <b>Food</b>                                   |         |                          |                      |              |
| Food at Home                                  |         | 94                       | \$4,746.72           | \$13,143,672 |
| Bakery and Cereal Products                    |         | 95                       | \$629.48             | \$1,743,024  |
| Meats, Poultry, Fish, and Eggs                |         | 95                       | \$1,087.78           | \$3,012,053  |
| Dairy Products                                |         | 102                      | \$541.72             | \$1,500,019  |
| Fruits and Vegetables                         |         | 88                       | \$854.66             | \$2,366,551  |
| Snacks and Other Food at Home (10)            |         | 95                       | \$1,633.09           | \$4,522,026  |
| Food Away from Home                           |         | 80                       | \$2,661.76           | \$7,370,421  |
| Alcoholic Beverages                           |         | 73                       | \$405.38             | \$1,122,490  |

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 04, 2018



## Retail Goods and Services Expenditures

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                           |                          |                      |              |
| Value of Stocks/Bonds/Mutual Funds         | 73                       | \$4,521.54           | \$12,520,149 |
| Value of Retirement Plans                  | 88                       | \$21,431.50          | \$59,343,829 |
| Value of Other Financial Assets            | 128                      | \$1,657.75           | \$4,590,316  |
| Vehicle Loan Amount excluding Interest     | 111                      | \$3,026.50           | \$8,380,372  |
| Value of Credit Card Debt                  | 82                       | \$479.02             | \$1,326,406  |
| <b>Health</b>                              |                          |                      |              |
| Nonprescription Drugs                      | 107                      | \$136.83             | \$378,874    |
| Prescription Drugs                         | 113                      | \$438.84             | \$1,215,154  |
| Eyeglasses and Contact Lenses              | 102                      | \$96.20              | \$266,365    |
| <b>Home</b>                                |                          |                      |              |
| Mortgage Payment and Basics (11)           | 79                       | \$6,844.83           | \$18,953,343 |
| Maintenance and Remodeling Services        | 85                       | \$1,642.91           | \$4,549,213  |
| Maintenance and Remodeling Materials (12)  | 121                      | \$490.34             | \$1,357,745  |
| Utilities, Fuel, and Public Services       | 97                       | \$4,885.13           | \$13,526,937 |
| <b>Household Furnishings and Equipment</b> |                          |                      |              |
| Household Textiles (13)                    | 77                       | \$73.49              | \$203,505    |
| Furniture                                  | 76                       | \$435.99             | \$1,207,251  |
| Rugs                                       | 73                       | \$16.91              | \$46,812     |
| Major Appliances (14)                      | 106                      | \$338.82             | \$938,200    |
| Housewares (15)                            | 91                       | \$86.77              | \$240,254    |
| Small Appliances                           | 84                       | \$40.44              | \$111,973    |
| Luggage                                    | 52                       | \$6.22               | \$17,222     |
| Telephones and Accessories                 | 79                       | \$54.86              | \$151,919    |
| <b>Household Operations</b>                |                          |                      |              |
| Child Care                                 | 63                       | \$303.07             | \$839,193    |
| Lawn and Garden (16)                       | 109                      | \$459.03             | \$1,271,044  |
| Moving/Storage/Freight Express             | 59                       | \$37.56              | \$103,996    |
| Housekeeping Supplies (17)                 | 96                       | \$680.35             | \$1,883,897  |
| <b>Insurance</b>                           |                          |                      |              |
| Owners and Renters Insurance               | 109                      | \$565.22             | \$1,565,097  |
| Vehicle Insurance                          | 89                       | \$1,052.62           | \$2,914,691  |
| Life/Other Insurance                       | 91                       | \$388.85             | \$1,076,727  |
| Health Insurance                           | 99                       | \$3,607.30           | \$9,988,601  |
| Personal Care Products (18)                | 84                       | \$394.43             | \$1,092,181  |
| School Books and Supplies (19)             | 74                       | \$115.00             | \$318,436    |
| Smoking Products                           | 141                      | \$588.69             | \$1,630,096  |
| <b>Transportation</b>                      |                          |                      |              |
| Payments on Vehicles excluding Leases      | 99                       | \$2,213.27           | \$6,128,544  |
| Gasoline and Motor Oil                     | 100                      | \$2,781.59           | \$7,702,228  |
| Vehicle Maintenance and Repairs            | 94                       | \$1,011.24           | \$2,800,134  |
| <b>Travel</b>                              |                          |                      |              |
| Airline Fares                              | 63                       | \$321.91             | \$891,358    |
| Lodging on Trips                           | 82                       | \$429.82             | \$1,190,179  |
| Auto/Truck Rental on Trips                 | 75                       | \$19.74              | \$54,654     |
| Food and Drink on Trips                    | 81                       | \$399.42             | \$1,105,996  |

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 04, 2018



## Retail Goods and Services Expenditures

Wells Trade Area  
Wells Trade Area

Prepared By Business Analyst Desktop

- (1) **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.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **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.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **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.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **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.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **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, adult diapers, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 04, 2018

## Appendix E: Business Survey

**About this survey** The City of Wells and Wells EDA are working with the University of Minnesota Extension to conduct a retail market analysis. The purpose of the project is to identify opportunities for business growth in the community.

As a business owner, your insights are key to the study. You can help us by completing this survey. The questions provide an opportunity for you to tell us about your business and the opportunities you see for the Wells Area, as well as primary challenges. We would appreciate your direct and honest feedback. A resident consumer survey is also being done that will sample insights from the Wells trade area. The survey should take about 15 minutes of your time to complete. If you would like, you will be entered into a drawing for two Flame Theater passes. To enter, please supply your name and contact information at the end of the survey. Your survey responses will be kept private & confidential. We hope that you will participate, but please know that your participation is voluntary. (Please read below to learn more about our commitment to confidentiality and the voluntary nature of the survey).

**The survey will be open until November 7, 2018.**

Thank You for Your Help!

### Wells Retail Trade Study team

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*Confidentiality: The records from this survey will be kept private. We will publish only summary results in any report and no information will be included, which will identify individual respondents in the report. All records will be stored securely and only the researchers will have access to those records. Voluntary Nature of Study: Participation in this survey is voluntary. Your decision to participate or not will not affect your current or future relations with the University of Minnesota or other project sponsors. If you have any questions or concerns regarding this study and would like to talk to someone other than the project sponsors, you are encouraged to contact the Research Subjects' Advocate Line, D528 Mayo, 420 Delaware St. Southeast, Minneapolis, Minnesota 55455; (612) 625-1650.*

### Contact information

Business Name \_\_\_\_\_  
Owner Name(s) \_\_\_\_\_  
Address \_\_\_\_\_  
Address 2 \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Postal code \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_  
Phone \_\_\_\_\_

**We would like to know a little more about our business. The next set of questions ask about the goods or services you provide, your location, and your future plans.**

**What are the primary goods or services that your business provides?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**How long has your business been in operation?** (Check ONE, include time at this & any previous locations)

- under 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- over 20 years

**How long have you been the owner of your business?** (Check ONE)

- under 1 year
- 1-5 years
- 6-10 years
- 11-20 years
- over 20 years
- I'm not the owner

**Does your business own or lease the space in which it is located?**

- Own
- Lease
- Lease, want to purchase

For your business, how many square feet are devoted to the following activities? (Total should add up to the total square footage of the business)

Sales: \_\_\_\_\_  
Production: \_\_\_\_\_  
Office: \_\_\_\_\_  
Storage: \_\_\_\_\_  
Unused: \_\_\_\_\_  
TOTAL: \_\_\_\_\_

**Are you considering retiring or selling your business in the next 5 years?**

- Yes
- No

**How satisfied are you with the present location of your business?**

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied
- Plan to Move

**Why did you rate your level of satisfaction with your present location the way you did?**

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**Do you have plans to expand or reduce operations for your business in the foreseeable future?**

(Check all that apply)

- I plan to expand products/services or square footage in the Wells area
- I plan to expand products/services or square footage at a location outside of the Wells area
- I plan to reduce products/services or square footage.
- I plan to add employees.
- I don't have any plans for changes.
- Other \_\_\_\_\_

**Approximately what percentage of your sales come from the following customer groups?** (Total should = 100%)

- % Locals from Wells area: \_\_\_\_\_
- % Seasonal Residents (second homeowners who own property in the Wells area): \_\_\_\_\_
- % Out-of-town shoppers (don't live in Wells area but regularly frequent your business): \_\_\_\_\_
- % Visitors or tourists: \_\_\_\_\_
- % Online: \_\_\_\_\_
- Total: \_\_\_\_\_

***The next set of questions are about the business environment in Wells.***

**What three nearby businesses complement or bring traffic to your business the most?** (Specify up to THREE by name)

- Business 1 \_\_\_\_\_
- Business 2 \_\_\_\_\_
- Business 3 \_\_\_\_\_

**With your business in mind, what types of businesses would you most like to see in the community?**

- Type of business 1 \_\_\_\_\_
- Type of business 2 \_\_\_\_\_
- Type of business 3 \_\_\_\_\_
- Type of business 4 \_\_\_\_\_

**Please rank the top three things that you believe would improve Wells as a place to shop:**

| Most Important (Please only choose one)                       | 2nd Most Important (Please only choose one)                   | 3rd Most Important (Please only choose one)                   |
|---|---|---|
| _____ Goods and services available                            | _____ Goods and services available                            | _____ Goods and services available                            |
| _____ Aesthetics or 'look' of shopping areas                  | _____ Aesthetics or 'look' of shopping areas                  | _____ Aesthetics or 'look' of shopping areas                  |
| _____ Public infrastructure (e.g. streets, lighting, signage) | _____ Public infrastructure (e.g. streets, lighting, signage) | _____ Public infrastructure (e.g. streets, lighting, signage) |
| _____ Public safety   | _____ Public safety   | _____ Public safety   |
| _____ Customer service  | _____ Customer service  | _____ Customer service  |
| _____ Quality of goods  | _____ Quality of goods  | _____ Quality of goods  |
| _____ Cost of goods   | _____ Cost of goods   | _____ Cost of goods   |
| _____ Hours of operation                                      | _____ Hours of operation                                      | _____ Hours of operation                                      |
| _____ Parking   | _____ Parking   | _____ Parking   |
| _____ Other (Please specify)                                  | _____ Other (Please specify)                                  | _____ Other (Please specify)                                  |

Please rate the degree to which you are experiencing the following business challenges? (Check ONE answer for each item)

|  | Major Challenge          | Minor Challenge          | Don't know               | Not a Challenge          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Conflict with building owner or tenant       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Difficulty recruiting or retaining employees | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Expensive or unavailable inputs              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost of employee wages or benefits           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost of rent                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cost of shipping or transportation           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Insufficient financing                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Insufficient parking                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| In-town competition                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Out-of-town competition                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Poor building condition                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Restrictive business regulations             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shoplifting or theft                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Unskilled workers                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vandalism                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please provide details for any business challenges you are facing.

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Are you aware of any city programs in place to support business?

- Yes
- No

Which programs are you most familiar with?

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**Please share any advice or ideas for improving shopping in Wells:**

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Would you like to be entered into a drawing for two Flame Theater passes?

- Yes
- No

**To be entered into drawing for two Flame Theater passes please provide your name and a form of contact** (This is for the drawing only. U of M staff will not record this information with your survey responses to ensure confidentiality):

Name: \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

## Appendix F: Consumer Survey

### About this survey

The City of Wells and Wells EDA are working with the University of Minnesota Extension to conduct a retail market analysis. The purpose of the project is to identify opportunities for business growth in the community.

Part of the study is gathering insights from area buyers. You can help us by completing this survey. The survey should take less than 15 minutes to complete. If you would like, you will be entered into a drawing for two Flame Theater passes. To enter, please supply your name and contact information at the end of the survey.

Your survey responses will be kept private & confidential. We hope that you will participate, but please know that your participation is voluntary. (Please read below to learn more about our commitment to confidentiality and the voluntary nature of the survey).

**The survey will be open until November 7, 2018.**

Thank You for Your Help!

**Wells Retail Trade Study team**

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**Confidentiality:** The records from this survey will be kept private. We will publish only summary results in any report and no information will be included, which will identify individual respondents in the report. All records will be stored securely and only the researchers will have access to those records.

**Voluntary Nature of Study:** Participation in this survey is voluntary. Your decision to participate or not will not affect your current or future relations with the University of Minnesota or other project sponsors.

If you have any questions or concerns regarding this study and would like to talk to someone other than the project sponsors, you are encouraged to contact the Research Subjects' Advocate Line, D528 Mayo, 420 Delaware St. Southeast, Minneapolis, Minnesota 55455; (612) 625-1650.

**What are the two biggest non-work reasons you shop in the Wells area? (Specific establishment, attraction, activity, etc).**

Reason 1 \_\_\_\_\_  
Reason 2 \_\_\_\_\_

**How often do you eat out each month and what do you consider a reasonable cost per meal per person?**

|           | Dining Out Preferences |             |
|-----------|------------------------|-------------|
|           | Time per month         | \$ per meal |
| Breakfast |                        |             |
| Lunch     |                        |             |
| Dinner    |                        |             |

**Where do you currently shop for goods and services?** *Please estimate where you purchased the following items in the following categories in the past year. Each row should add to 100%. Please provide your best estimate on the percentage you spent in each category:*

|   | Please check box (x) if you did not purchase in past year | % spent in Wells | % spent in communities outside of Wells | % spent online (via internet or catalog) |
|---|---|------------------|---|--|
| Groceries   |   |                  |   |  |
| Alcoholic Beverages                                 |   |                  |   |  |
| Restaurants   |   |                  |   |  |
| Gasoline and Motor Oil                              |   |                  |   |  |
| Housekeeping Supplies (ex. cleaning supplies)       |   |                  |   |  |
| Pharmacy / Medical supplies                         |   |                  |   |  |
| Healthcare Services (chiropractor, dentist, doctor) |   |                  |   |  |
| Clothing / apparel                                  |   |                  |   |  |
| Novelties / Gifts                                   |   |                  |   |  |
| Electronics   |   |                  |   |  |
| Hardware  |   |                  |   |  |
| Personal Services (hair, nails, laundry services)   |   |                  |   |  |
| Auto Maintenance and Repairs                        |   |                  |   |  |
| Home Maintenance Services (lawn, septic, etc.)      |   |                  |   |  |

|   |  |  |  |  |
|---|--|--|--|--|
| Entertainment / Recreation  |  |  |  |  |
| Sporting Goods and Equipment (boating, fishing, hunting supplies) |  |  |  |  |
| Exercise and Fitness Services/Center                              |  |  |  |  |
| Furniture   |  |  |  |  |
| Lumber and Building Materials                                     |  |  |  |  |
| New or Used Vehicles  |  |  |  |  |
| Appliances  |  |  |  |  |
| Insurance   |  |  |  |  |
| Financial Services (banking, advice)                              |  |  |  |  |
| Real Estate Services (agents, brokers)                            |  |  |  |  |
| Agricultural Equipment and Supplies                               |  |  |  |  |

**Have you shopped in the following communities outside of the Wells area?**

|                 | How many times have you shopped in this community in the past MONTH ? | How many times have you shopped in this community in the past YEAR? | Which stores do you frequent when you shop in this community? |
|-----------------|---|---|---|
|                 | #   | #   | Store names   |
| Albert Lea      |   |   |   |
| Blue Earth      |   |   |   |
| Mankato         |   |   |   |
| Other (specify) |   |   |   |

Which of the following business types would you most likely patronize if more were developed in Wells (select all that apply)? Daycare/Childcare

- Furniture
- Clothing and Apparel
- Dining
- Convenience/gas
- Flooring
- Jewelry
- Hotel/overnight accomodation
- Meat locker
- Other\_\_\_\_\_Name two restaurants or types of cuisine you would most like to see located in Wells.

1. \_\_\_\_\_  
2. \_\_\_\_\_

Name two businesses or types of business you would most like to see come to Wells.

1. \_\_\_\_\_  
2. \_\_\_\_\_

Name two types of recreation activities or facilities that you would like to see developed in Wells.

1. \_\_\_\_\_  
2. \_\_\_\_\_

**Please rank the top three things that you believe would improve Wells as a place to shop (click and drag one response to each box).**

| Most Important  | 2nd Most Important  | 3rd Most Important  |
|---|---|---|
| _____ Goods and services available                            | _____ Goods and services available                            | _____ Goods and services available                            |
| _____ Aesthetics or 'look' of shopping areas                  | _____ Aesthetics or 'look' of shopping areas                  | _____ Aesthetics or 'look' of shopping areas                  |
| _____ Public infrastructure (e.g. streets, lighting, signage) | _____ Public infrastructure (e.g. streets, lighting, signage) | _____ Public infrastructure (e.g. streets, lighting, signage) |

\_\_\_\_\_ Public safety  
\_\_\_\_\_ Customer Service  
\_\_\_\_\_ Quality of goods  
\_\_\_\_\_ Cost of goods  
\_\_\_\_\_ Hours of Operation  
\_\_\_\_\_ Parking  
\_\_\_\_\_ Other (specify)

\_\_\_\_\_ Public safety  
\_\_\_\_\_ Customer Service  
\_\_\_\_\_ Quality of goods  
\_\_\_\_\_ Cost of goods  
\_\_\_\_\_ Hours of Operation  
\_\_\_\_\_ Parking  
\_\_\_\_\_ Other (specify)

\_\_\_\_\_ Public safety  
\_\_\_\_\_ Customer Service  
\_\_\_\_\_ Quality of goods  
\_\_\_\_\_ Cost of goods  
\_\_\_\_\_ Hours of Operation  
\_\_\_\_\_ Parking  
\_\_\_\_\_ Other (specify)

How important is local business ownership to your purchasing decisions?

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

**How old are you?**

Age \_\_\_\_\_

**Gender (check one)**

- Male
- Female

**How many people live in your household?**

Number of people in your household: \_\_\_\_\_

**How many people in your household are under 18 years of age?**

Number of people under 18: \_\_\_\_\_

**Your education (check one)?**

- Did not complete high school or GED
- High school or GED
- Some college / no degree
- Associates degree
- Bachelor's degree
- Professional or graduate degree

**What is your employment status (check one)?**

- Employed
- Unemployed
- Self-Employed
- Retired
- Stay at home parent/full-time caregiver
- Other \_\_\_\_\_

**What is the zip code location of your primary employer?**

What is your annual household income?

- Less than \$14,999
- \$15,000-\$39,999
- \$40,000-\$69,999
- \$70,000-\$99,999
- \$100,000-\$149,999
- Over \$150,000

Do you live within the Wells city limits?

- Yes
- No

What is your home zip code?

\_\_\_\_\_

Additional comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like to be entered into a drawing for 2 free movie passes to the Flame Theater in Wells? Note:  
All entries into the drawing are confidential. Winner selected at random.

- Yes
- No

Please provide your name, email, and phone number.

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Email Address \_\_\_\_\_

## Appendix G: Wells Business List

|                                     |  |                                  |
|-------------------------------------|--|----------------------------------|
| 2 D FARMS, LLC                      | Dollar General                           | Jewison Construction LLC         |
| 2nd Avenue Sales, LLC               | DQ Grill & Chill                         | Johnson Farms                    |
| A & P Svc                           | Dry Riders MC                            | Johnson Holdings, LLC            |
| A Home of Your Own, Inc.            | Dulas Excavating Inc                     | Johnson Seeds                    |
| A. & P. Service, Inc.               | DZW Swine Consulting LLC                 | Kalis Custom, LLC                |
| Aegis Therapies                     | East Town Apartments                     | Karl's Of Wells                  |
| AgVision Technologies, Inc.         | Elmer's Body Shop                        | Kastenmeier, Leo                 |
| Alan Korman Farm                    | Enrich Your Spirit LLC                   | Kayser - Warmka Joint            |
| Aloysius                            | Extreme Touch Detailing                  | Venture, LLC                     |
| American Legion Club                | Fair Home Properties LLC                 | KCBDL, Inc.                      |
| Anthony Bias Farms                  | Family Video                             | Kimpton Auto Sales               |
| Antiques of the Midwest, LLC        | Farmers Insurance                        | King's Aids                      |
| B & D Metal Works Inc               | Feist Farms, Inc.                        | Klingbeil, Laura                 |
| Bare Roots Landscape Desi           | Five Sisters Project                     | KNA Investments, L.L.C.          |
| BEVCOMM                             | Foster Creek Taxidermy                   | Krisma Counseling                |
| Blake Greenfield Chev Buick         | FRANCISCO OROZCO                         | Lacey's Catering                 |
| blue bucket LLC                     | PADILLA MIDWEST FARM                     | Lampert Lumber                   |
| Bookem Drywall                      | SERVICES                                 | Land Preparations, LLC           |
| BozCo, Inc.                         | Frayt Movers                             | Lau Kim Cnstr Lblty LLC          |
| Brad Heggen Realty Inc              | Freeborn Gun Club                        | LeAnn's Country Style            |
| Brakebush Wells Inc                 | Frundt, Lundquist &                      | LFB Properties LLC               |
| Bricelyn Insurance                  | Gustafson, Ltd.                          | Little Lambs Day Care Ctr        |
| Broadway Apartments                 | Garbers Insurance Agency, LLC            | Living Water Gardens, Inc.       |
| BRUSH CREEK TRAILER                 | Garver Transport, LLC                    | Lutteke Organics Inc             |
| Bruss-Heitner Funeral Homes         | Geesman Farms                            | M & M Family Farms LLC           |
| Caring Community Outreach           | Gerber Enterprises, Inc.                 | M J Laser Works                  |
| Carol's Hairstyling                 | Giese Farm Drainage                      | Magic Wean Mat L. L. C.          |
| Casey's General Store               | Goemann Station                          | Magnuson Chiropractic Ctr        |
| Cemstone                            | Good Shepherd Lutheran Church            | Maker Fair Minnesota L. L. C.    |
| Central Farm Svc                    | Guthmiller Drywall                       | Mantor Aviation Co               |
| CFS                                 | Head Start                               | Mark Dundas Office               |
| Chirpich Family Farms, Inc.         | Herbal Beauty                            | Mark Schmitz-State Farm Ins      |
| Citizens Community Federal NA       | Herman Manufacturing Co                  | Mark Ward Siding LLC             |
| CMB Customs, LLC                    | Herman Trucking LLC                      | Marlin Prange Farms              |
| Cobb Creek Vineyard LLC             | Hermiony Vidalia Books                   | Martin Well Drilling             |
| Cory Refrigeration & Heating        | Home Of Your Own                         | Marty Roeker-Ameriprise Fnc'l    |
| Country Corner Service, Inc.        | Horseshoe Trading Co                     | Marv's Repair Shop               |
| Courier-Sentinel Newspaper          | Humble Heart                             | Mericle Grove Acres Holdings LLC |
| Custom Polishing                    | Hunnicutt Haulin, LLC                    | MESH BAGS AND MORE, INC.         |
| Custom Window Designs LLC           | Huper Management, LLC                    | Mid-America Chemical Pump Co.    |
| D & H Transport LLC                 | Independent Therapy Svc                  | Midwest Dental                   |
| Dallman Trucking                    | Inn At Wells                             | Miss Soens                       |
| Dan Treptow Construction, LLC       | J.E. Entreprises                         | MJY TRANSPORT                    |
| Darin Johnson LLC                   | Jake's Pizza                             | Morgan Building & Equipment      |
| DelEm Family Farm L. L. C.          | Jamie Bohm Construction LLC              | MWM Farms, LLC                   |
| Di's Wash & Dry                     | jctremodeling L. L. C.                   | Nathan P. Nasinec, LLC           |
| Discovery Construction Services LLC | Jen Krosschell Your                      | Neubauer Oil Co                  |
|                                     | PreFurred Groomer L. L. C.               | Neubauer Trucking, LLC           |
|                                     | Jenny's Pink Petals Flower Shop L. L. C. | Nicandrya                        |

Nowak Repair of Wells, LLC  
Obermeyer Cattle, LLC  
Olson's Htg. & Refrigeration  
Open Doors United  
Methodist Church  
Ovrebo Farms  
Paint and Create L. L. C.  
Parkview Care Center- Wells  
Parriott Printing  
Peoples State Bank  
Peterson Business Group,  
Inc.  
Pioneer Corn Castle  
Possin Dairy Farm  
Powerhouse2 Bar and Grill,  
Inc.  
Prairieview Swine LLC  
Quest Homeopathics LLC  
Raimann Farms, LLC  
Rebby's Handyman  
REDMAN INTERNATIONAL  
Reg's Auto & Truck Repair  
Repair Shop  
Richards, James  
RJW Farms, LLC  
Ron's Plumbing  
RPM Transport, LLC  
RS Software LLC  
Russell Groskreutz Family  
Farm  
Ryan A Johnson LLC  
S & H Diesel Inc

S & S Birdhouses  
Schrader Enterprises  
Schroeder Accounting  
Schroeder Electric Of Easton  
Schwartz Painting & Repair  
Shear Artistry  
Shepherd's Inn  
Shooter Specialties  
Silverado Ranch LLC  
Sonnek's Backhoe Svc  
Southern Minnesota  
Customs LLC  
Staloch Brothers LLC  
Tri State Tax  
Stenzel Bros Trucking LLC  
Strategic Pork Solutions LLC  
Strippers Floor Removal, LLC  
SUBWAY  
Sunrise Farms, LLC  
Sunset Trucking, Inc.  
T Time, LLC  
The Bean  
The Dancing Quilter  
The Grind Fitness Center Inc  
The Johnny Mueller Farm  
LLC  
The Lions Club of Wells  
Thisius Flying Svc  
Thrifty White Pharmacy  
Tolzmann Construction, Inc.  
True Value Hardware  
Tykes & Trykes

UHD Wells Clinic  
Ultimate Design Sln-Day Spa  
United South Central  
Shooting Sports  
Voigt Legacy Farms, LLC  
W. E. Johnson Farm LLC  
WAYNE DALLMAN  
TRUCKING, LLC  
WCAS Garage  
Weber Construction Of Wells  
Weber Lawn & Snow Svc  
Wegner Farms  
Wegner Trucking  
Wells Aviation Inc  
Wells Bake Shop  
Wells Chiropractic Clinic  
Wells Clinic-Mayo Health  
Syst  
Wells Computer &  
Electronics  
Wells Concrete Products  
Wells Firemen's Relief  
Association  
Wells Golf Club  
Wells Insurance Agency Inc  
Wells Lawn & Sports Repair  
Wells Marketplace  
Wells Mirror LLC  
Wells Municipal Liquor  
Wells Personal Defense  
Wetzel Ag Services, LLC