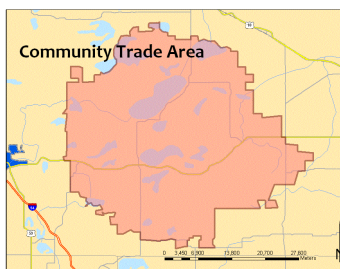


# Available Now! Market Area Profiles

Help your  
community  
know and  
grow its  
customer base.



## What is a Market Area Profile?

A Market Area Profile organizes data from multiple sources into a comprehensive description of those who shop in and visit your community—their demographics, purchasing power, lifestyles, information sources and values. Extension organizes this data into easy-to-understand reports and leads discussions about the data. The information can stimulate a plan for businesses and the community to proactively meet the needs of customers and tap opportunities to increase revenue.

## What information does a community get with a Market Area Profile?

The MAP includes a breadth of information of interest to local retailers, tourism businesses and community leaders, including:

- ◆ The geographic reach of the community's trade area
- ◆ Types of customers in the trade area
- ◆ Demographics and income levels of households in the trade area
- ◆ Types of media and leisure activities used by the varieties of households in the trade area
- ◆ Market potential across multiple retail and service categories to identify gaps in the trade area

**Call your Extension  
educator in Community  
Economics:**

*(See map of service areas:  
[extension.umn.edu/community/staffmap](http://extension.umn.edu/community/staffmap))*

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## How can Market Area Profiles be used by businesses and communities?

Chambers, economic development professionals, tourism organizations, local businesses, and elected officials will use this information to consider questions such as:

- ◆ What other businesses might succeed here?
- ◆ How can we effectively use media to market our community or business?
- ◆ Do I have a viable business plan for our market?
- ◆ How can we change our inventory or expand our product lines to increase profits?
- ◆ What community events or festivals would attract our trade area's audiences?
- ◆ What main street or tourism development strategies would work for our market?

## What is included in the Market Area Profile?

Your Extension educator will help you determine whether a simple profile or a customized report of a larger trade area is right for your community.

### The *Simple Report*:

- ◆ Works well for traditional, main-street communities
- ◆ Describes customers in your local zip code(s)
- ◆ Engages the community in a two-hour discussion about results and future plans
- ◆ Cost: \$750

### The *Customized Report*:

- ◆ Works well for a larger market or a seasonal/tourism market
- ◆ Is customized from addresses of customers on local business lists
- ◆ Engages the community in a two-hour discussion about results and future plans
- ◆ Includes two consultations with a local study group to guide the analysis
- ◆ Cost: \$1,500

Contact the Extension educator for Community Economics in your area to discuss whether your community should take advantage of the Market Area Profile

Learn more about how Extension can help your community shape its future.

[www.extension.umn.edu/  
community](http://www.extension.umn.edu/community)

### Other offerings for your local businesses

- ◆ *A Retail Trade Analysis* report describes a town or county's retail strengths, weaknesses and patterns.
- ◆ *Small Stores Success Strategies Workshops* help small stores survive in a big box economy.
- ◆ *Business Retention and Expansion programs* get citizens involved in meeting the needs of local business.

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