LOCAL ECONOMIC AREA REPORT

Goodview, Minnesota
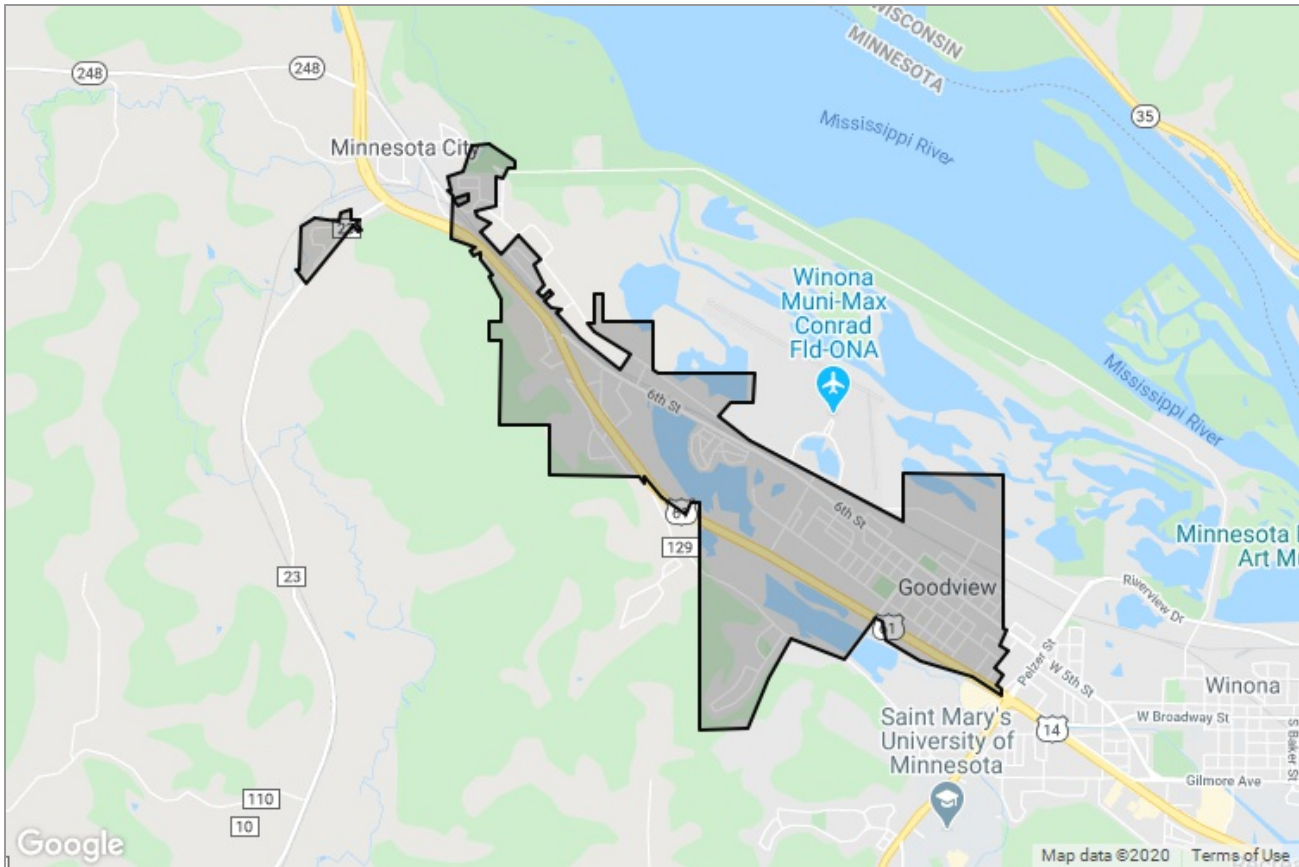
Southeast Minnesota REALTORS

7/30/2020

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$56,445	**40.5**	**4,171**	**Bright Young Professionals**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Middle Ground Lifestyles of thirtysomethings	**Where do people like this usually live?**	Urban Periphery City life for starting families with single-family homes

Top Tapestry Segments	Bright Young Professionals	Rustbelt Traditions	Salt of the Earth	Green Acres	Old and Newcomers
% of Households	807 (46.5%)	567 (32.6%)	208 (12.0%)	133 (7.7%)	22 (1.3%)
% of Winona County	871 (4.4%)	1,431 (7.1%)	951 (4.8%)	2,780 (13.9%)	1,422 (7.1%)
Lifestyle Group	Middle Ground	GenXurban	Cozy Country Living	Cozy Country Living	Middle Ground
Urbanization Group	Urban Periphery	Urban Periphery	Rural	Rural	Metro Cities
Residence Type	Multi-Units; Single Family	Single Family	Single Family	Single Family	Multi-Units; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.4	2.46	2.58	2.69	2.11
Median Age	32.2	38.4	43.1	43	38.5
Diversity Index	65.4	44.2	18.3	24	50.1
Median Household Income	$50,000	$49,000	$53,000	$72,000	$39,000
Median Net Worth	$28,000	$79,000	$134,000	$226,000	$23,000
Median Home Value	–	$118,000	$134,000	$197,000	–
Homeownership	44.1 %	72.2 %	83.7 %	86.7 %	46.4 %
Average Monthly Rent	$1,000	–	–	–	$850
Employment	Professional or Services	Services, Professional or Administration	Professional or Services	Professional or Management	Professional or Services
Education	College Degree	High School Graduate	High School Graduate	College Degree	College Degree
Preferred Activities	Go to bars/clubs; attend concerts . Eat at fast food, family restaurants.	Buy American-made products . Play games online.	Go fishing, hunting, boating, camping . Tackle home improvement projects.	Are member of veterans' club, fraternal order . Do home improvement projects.	Buy frozen, convenience foods . Support environmental organizations.
Financial	Own U.S. savings bonds; bank online	Hold home mortgage	Buy insurance from agent	Bank, pay bills online	Bank online or in person
Media	Rent DVDs from Redbox or Netflix	Read newspapers; watch TV	Access Internet by dial-up modem	Watch TV by satellite	Watch movies at home
Vehicle	Own newer cars	Own 2-3 vehicles	Own truck, ATV	Own truck/SUV	View car as transportation only

About this segment
Bright Young Professionals

This is the
#1
dominant segment
for this area

In this area
46.5%
of households fall
into this segment

In the United States
2.2%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2019. Update Frequency: Annually.

About this segment
Rustbelt Traditions

This is the	In this area	In the United States
#2	**32.6%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked and played in the same area for years.

Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the U.S. (48%), most without children (also similar to the U.S.); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the U.S. population, but almost half of householders (46%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; over half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the U.S. at 8%; labor force participation slightly higher than the U.S. at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked and played in the same area for years.
- Budget-aware shoppers who favor American-made products.
- Read newspapers, especially the Sunday editions.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

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About this segment
Salt of the Earth

This is the
#3
dominant segment
for this area

In this area
12.0%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

Our Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high. Single-family homes are affordable, valued at 25 percent less than the national market.
- Two in three households are composed of married couples; less than half have children at home.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 42% with a high school diploma only.
- Household income just over the national median, while net worth is double the national median.
- Spending time with family their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting and overnight camping trips are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes, and many still require dial-up modems to access the Internet.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

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About this segment
Green Acres

This is the	In this area	In the United States
#4	**7.7%**	**3.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of $197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from fraternal orders to veterans' clubs.

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About this segment
Old and Newcomers

This is the	In this area	In the United States
#5	**1.3%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, $800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2019. Update Frequency: Annually.

Goodview, Minnesota: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Geography		
Goodview	4,171	
	4,281	
Winona County	52,526	
	53,159	
Minnesota	5,715,341	
	5,956,951	

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Geography		
Goodview	1,709.9	
	1,755.0	
Winona County	81.9	
	82.9	
Minnesota	67.7	
	70.6	

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2019, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Geography		
Goodview	6.70%	
	2.64%	
Winona County	2.07%	
	1.21%	
Minnesota	7.76%	
	4.23%	

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ Goodview

Geography	
Goodview	3,974
Winona County	52,434
Minnesota	5,716,713

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ Goodview

Area	Value
Goodview	1,629.2
Winona County	81.7
Minnesota	67.7

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Area	2019	2024 (Projected)
Goodview	2.37	2.37
Winona County	2.41	2.42
Minnesota	2.49	2.50

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Area	2019	2024 (Projected)
Goodview	3,154	3,219
Winona County	35,023	35,337
Minnesota	4,400,407	4,577,198

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ Women 2019
■ Men 2019
■ Women 2024 (Projected)
■ Men 2024 (Projected)

Area	Women 2019	Men 2019	Women 2024 (Projected)	Men 2024 (Projected)
Goodview	50.5%	49.5%	50.6%	49.4%
Winona County	50.7%	49.3%	50.7%	49.3%
Minnesota	50.3%	49.7%	50.3%	49.7%

Goodview, Minnesota: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

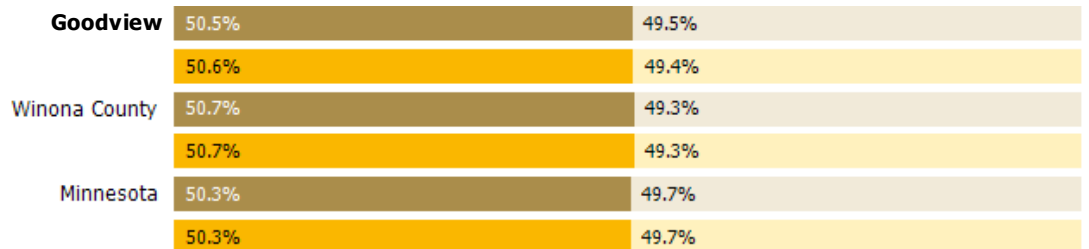Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Geography	2019	2024 (Projected)
Goodview	40.5	40.3
Winona County	35.3	36.3
Minnesota	38.7	39.4

Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

Age Group	2019	2024 (Projected)
Children	10.1%	10.3%
Tweens	3.0%	3.0%
Teens	7.6%	6.9%
20s	16.0%	15.4%
30s	12.8%	14.1%
40s	10.3%	10.1%
50s	13.6%	11.7%
60s	13.8%	13.6%
70s	9.3%	10.6%
Over 80	3.6%	4.4%

Goodview, Minnesota: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- Married
- Unmarried

	Married	Unmarried
Goodview	47.8%	52.2%
Winona County	45.3%	54.7%
Minnesota	52.9%	47.1%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	47.8%
Winona County	45.3%
Minnesota	52.9%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	37.3%
Winona County	41.9%
Minnesota	32.2%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	3.6%
Winona County	4.3%
Minnesota	4.8%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	11.3%
Winona County	8.6%
Minnesota	10.1%

Goodview, Minnesota: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually
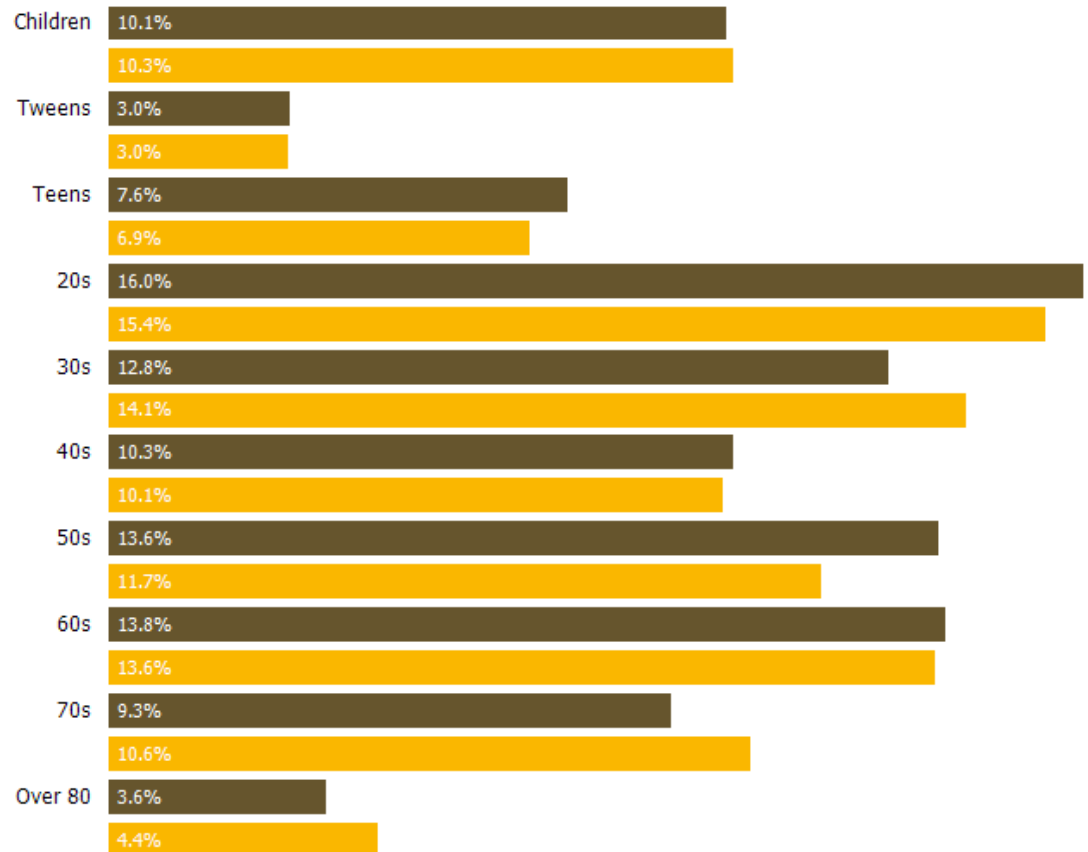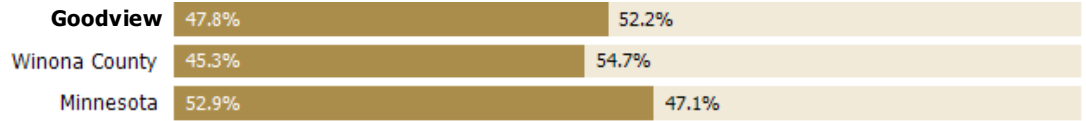
■ 2019
■ 2024 (Projected)

- Goodview: $65,819 / $73,545
- Winona County: $71,966 / $81,390
- Minnesota: $93,505 / $106,533

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

- Goodview: $56,445 / $60,486
- Winona County: $54,842 / $60,621
- Minnesota: $69,559 / $78,908

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ 2019
■ 2024 (Projected)

- Goodview: $27,900 / $31,169
- Winona County: $27,714 / $31,280
- Minnesota: $36,727 / $41,756

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

- Goodview: $52,117
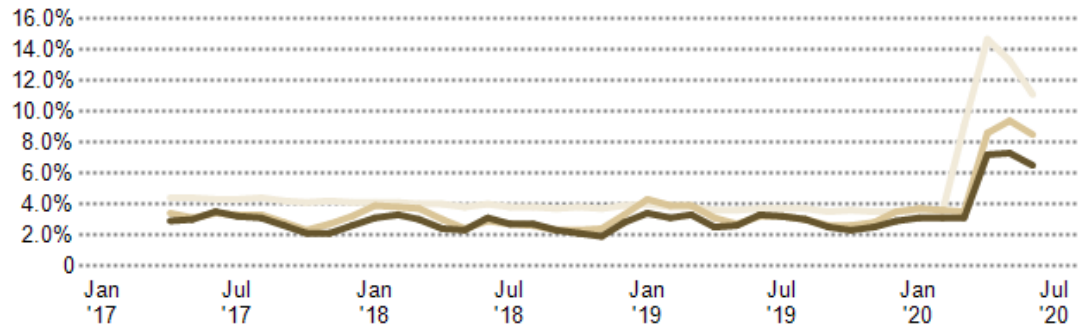- Winona County: $55,803
- Minnesota: $69,932

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
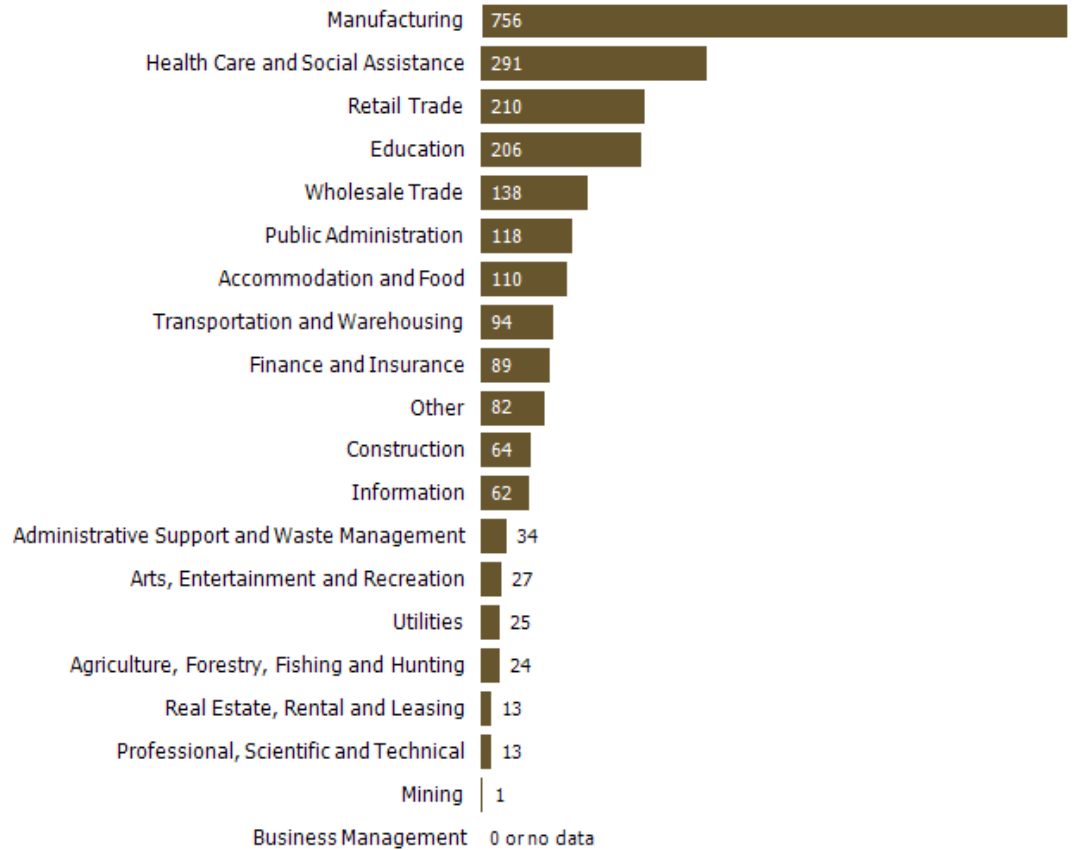
- Winona County
- Minnesota
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2019

Update Frequency: Annually

Industry	Count
Manufacturing	756
Health Care and Social Assistance	291
Retail Trade	210
Education	206
Wholesale Trade	138
Public Administration	118
Accommodation and Food	110
Transportation and Warehousing	94
Finance and Insurance	89
Other	82
Construction	64
Information	62
Administrative Support and Waste Management	34
Arts, Entertainment and Recreation	27
Utilities	25
Agriculture, Forestry, Fishing and Hunting	24
Real Estate, Rental and Leasing	13
Professional, Scientific and Technical	13
Mining	1
Business Management	0 or no data

Goodview, Minnesota: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	2.5%
Winona County	2.9%
Minnesota	3.0%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	22.4%
Winona County	22.5%
Minnesota	20.6%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	2.6%
Winona County	3.3%
Minnesota	3.1%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	21.4%
Winona County	22.9%
Minnesota	21.5%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	22.4%
Winona County	22.5%
Minnesota	20.6%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	19.0%
Winona County	12.9%
Minnesota	11.3%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	21.5%
Winona County	20.2%
Minnesota	23.8%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

Goodview	5.8%
Winona County	11.4%
Minnesota	12.9%

Goodview, Minnesota: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ Goodview

Commute Time	Percentage
<5 Minutes	9.2%
5-10 Minutes	13.8%
10-15 Minutes	30.7%
15-20 Minutes	21.6%
20-25 Minutes	8.3%
25-30 Minutes	1.5%
30-35 Minutes	5.0%
35-40 Minutes	1.4%
40-45 Minutes	3.9%
45-60 Minutes	2.1%
60-90 Minutes	2.0%
>90 Minutes	0.5%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2019

Update Frequency: Annually

■ Goodview

Transportation	Percentage
Drive Alone	87.9%
Carpool	6.9%
Walk	2.0%
Bicycle	1.6%
Work at Home	1.5%
Other	0.7%
Bus	0.4%
Public Transit	0.4%
Motorcycle	0.3%

Goodview, Minnesota: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Winona County	$183,270
Minnesota	$272,610

12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

|	
Winona County	+4.8%
Minnesota	+3.7%

Best Retail Businesses: Goodview, Minnesota

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017

Update Frequency: Annually

7/30/2020
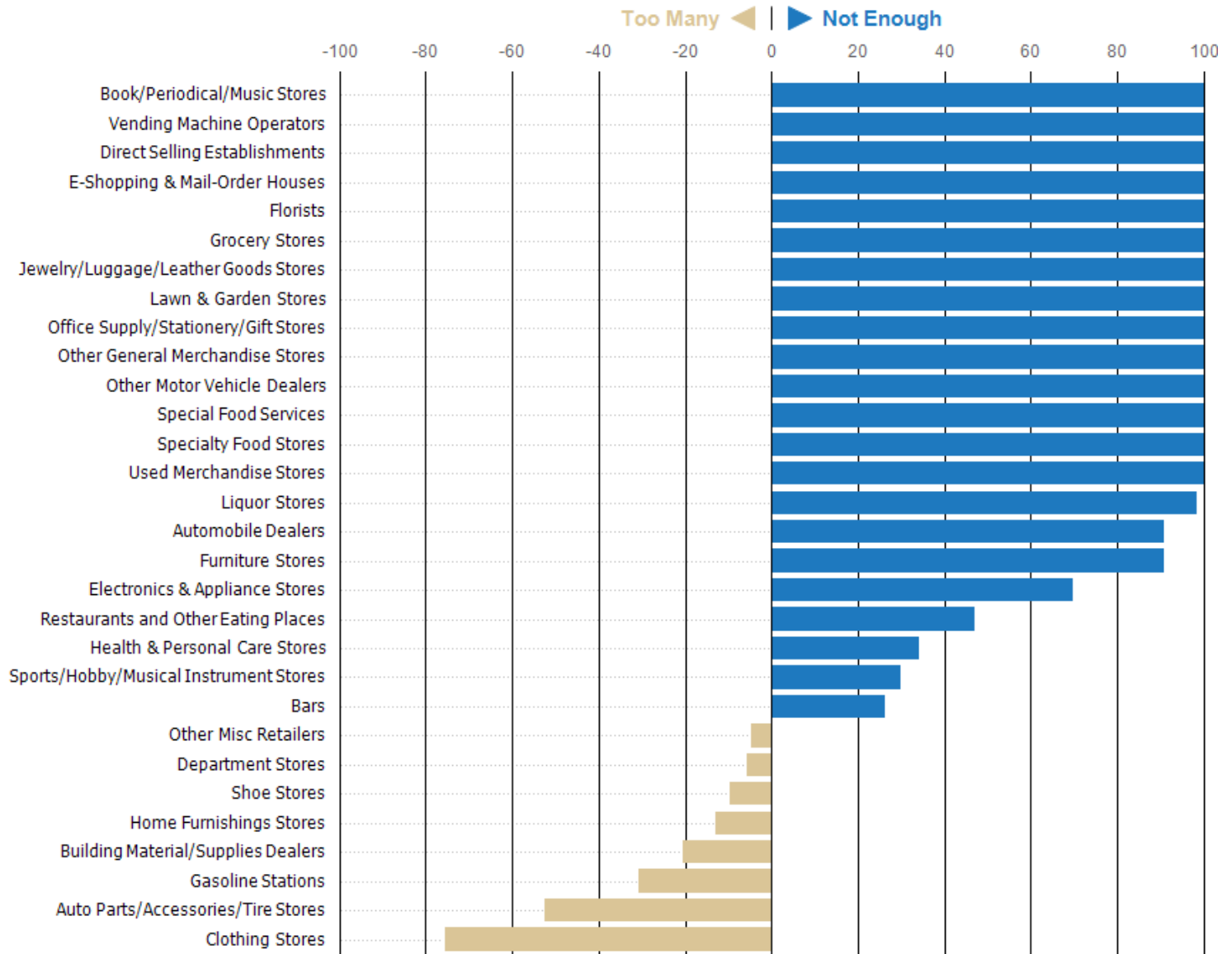
About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: http://blog.narrpr.com