

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
POPULATION			
1990 Total Population	26,755	53,073	28,318
2000 Total Population	25,413	51,057	26,882
2006 Total Population	24,850	50,112	26,341
2011 Total Population	24,295	49,244	25,787
% Population Change 1990-2000	-5.02%	-3.80%	-5.07%
% Population Change 2000-2006	-2.22%	-1.85%	-2.01%
% Population Change 2006-2011	-2.23%	-1.73%	-2.10%
HOUSEHOLDS			
1990 Total Households	11,013	21,931	11,636
2000 Total Households	11,010	22,103	11,666
2006 Total Households	11,214	22,566	11,902
2011 Total Households	11,386	22,964	12,100
% Households Change 1990-2000	-0.03%	0.78%	0.26%
% Households Change 2000-2006	1.85%	2.09%	2.02%
% Households Change 2006-2011	1.53%	1.76%	1.66%
2000 Average Household Size	2.3	2.3	2.3
2006 Average Household Size	2.2	2.2	2.1
2011 Average Household Size	2.1	2.1	2.1
FAMILIES			
% 2000 Family Households	61.48%	62.43%	61.64%
% 2000 Non-Family households	4.48%	4.54%	4.41%
% 2000 Pop in Family Households	78.48%	78.65%	78.64%
% 2000 Pop in Non-Family Households	19.15%	18.76%	19.13%
INCOME			
2000 Per Capita Income	\$17,613	\$17,741	\$17,596
2006 Per Capita Income	\$22,468	\$22,631	\$22,486
2011 Per Capita Income	\$26,909	\$27,029	\$26,936
2000 Average Household Income	\$40,530	\$40,864	\$40,443

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
2006 Average Household Income	\$49,789	\$50,257	\$49,765
2011 Average Household Income	\$57,417	\$57,962	\$57,406
2000 Median Household Income	\$32,729	\$33,627	\$32,678
2006 Median Household Income	\$35,890	\$37,400	\$35,816
2011 Median Household Income	\$39,711	\$41,040	\$39,464
2000 Median Family Income	\$43,142	\$43,975	\$42,834
2000 Aggregate Income (\$mil)	\$448	\$906	\$473
2006 Aggregate Income (\$mil)	\$558	\$1,134	\$592
2011 Aggregate Income (\$mil)	\$654	\$1,331	\$695
HOUSEHOLD INCOME			
% 2000 Household Income < \$10,000	11.94%	12.14%	11.89%
% 2000 Household Income \$10,000- \$14,999	9.27%	8.42%	9.25%
% 2000 Household Income \$15,000- \$19,999	8.67%	8.89%	8.88%
% 2000 Household Income \$20,000- \$24,999	8.09%	7.80%	8.04%
% 2000 Household Income \$25,000- \$29,999	8.64%	7.83%	8.55%
% 2000 Household Income \$30,000- \$34,999	6.21%	6.78%	6.34%
% 2000 Household Income \$35,000- \$39,999	5.83%	5.77%	5.92%
% 2000 Household Income \$40,000- \$44,999	6.23%	6.44%	6.34%
% 2000 Household Income \$45,000- \$49,999	5.38%	5.36%	5.22%
% 2000 Household Income \$50,000- \$59,999	8.43%	9.00%	8.44%
% 2000 Household Income \$60,000- \$74,999	9.89%	10.16%	9.83%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2000 Household Income \$75,000-\$99,999	7.20%	7.43%	7.17%
% 2000 Household Income \$100,000-\$124,999	2.53%	2.29%	2.43%
% 2000 Household Income \$125,000-\$149,999	0.63%	0.70%	0.62%
% 2000 Household Income \$150,000-\$199,999	0.57%	0.45%	0.56%
% 2000 Household Income \$200,000+	0.50%	0.53%	0.52%
% 2006 Household Income < \$10,000	9.90%	9.90%	9.80%
% 2006 Household Income \$10,000-\$14,999	9.21%	8.30%	9.20%
% 2006 Household Income \$15,000-\$19,999	8.71%	8.91%	8.95%
% 2006 Household Income \$20,000-\$24,999	7.99%	7.46%	7.96%
% 2006 Household Income \$25,000-\$29,999	7.38%	6.72%	7.30%
% 2006 Household Income \$30,000-\$34,999	5.82%	6.12%	5.88%
% 2006 Household Income \$35,000-\$39,999	5.58%	5.39%	5.63%
% 2006 Household Income \$40,000-\$44,999	5.79%	5.95%	5.90%
% 2006 Household Income \$45,000-\$49,999	5.61%	5.73%	5.44%
% 2006 Household Income \$50,000-\$59,999	8.80%	9.36%	8.75%
% 2006 Household Income \$60,000-\$74,999	11.64%	12.08%	11.81%
% 2006 Household Income \$75,000-\$99,999	8.60%	9.43%	8.55%
% 2006 Household Income \$100,000-\$124,999	2.67%	2.35%	2.55%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2006 Household Income \$125,000-\$149,999	0.94%	1.02%	0.92%
% 2006 Household Income \$150,000-\$199,999	0.47%	0.40%	0.46%
% 2006 Household Income \$200,000+	0.89%	0.87%	0.89%
% 2011 Household Income < \$10,000	8.99%	9.01%	8.92%
% 2011 Household Income \$10,000-\$14,999	8.48%	7.55%	8.48%
% 2011 Household Income \$15,000-\$19,999	7.64%	8.09%	7.91%
% 2011 Household Income \$20,000-\$24,999	7.39%	7.02%	7.42%
% 2011 Household Income \$25,000-\$29,999	6.68%	6.31%	6.66%
% 2011 Household Income \$30,000-\$34,999	5.72%	5.77%	5.75%
% 2011 Household Income \$35,000-\$39,999	5.41%	5.12%	5.45%
% 2011 Household Income \$40,000-\$44,999	5.52%	5.46%	5.60%
% 2011 Household Income \$45,000-\$49,999	5.21%	5.44%	5.12%
% 2011 Household Income \$50,000-\$59,999	9.83%	10.19%	9.72%
% 2011 Household Income \$60,000-\$74,999	12.38%	13.01%	12.49%
% 2011 Household Income \$75,000-\$99,999	11.62%	12.22%	11.52%
% 2011 Household Income \$100,000-\$124,999	2.88%	2.56%	2.75%
% 2011 Household Income \$125,000-\$149,999	0.97%	1.02%	0.95%
% 2011 Household Income \$150,000-\$199,999	0.43%	0.40%	0.42%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2011 Household Income \$200,000+.	0.84%	0.84%	0.84%
EDUCATION			
2000 Total Educational Attainment Age 25+	17,365	35,273	18,440
% 2000 No Schooling Completed	0.23%	0.29%	0.20%
% 2000 Nursery School-4Th Grade	0.03%	0.04%	0.04%
% 2000 5th and 6th Grade	0.21%	0.34%	0.22%
% 2000 7th and 8th Grade	2.71%	3.16%	2.92%
% 2000 9th Grade	2.04%	1.99%	2.10%
% 2000 10th Grade	3.64%	3.11%	3.63%
% 2000 11th Grade	3.25%	2.78%	3.18%
% 2000 12th Grade No Diploma	3.00%	2.60%	3.04%
% 2000 High School Graduate (Incl Equivalency)	32.72%	33.24%	32.75%
% 2000 Some College < 1 Year	8.53%	8.98%	8.69%
% 2000 Some College 1+ Years No Degree	18.40%	17.61%	18.30%
% 2000 Associate Degree	9.82%	10.37%	9.57%
% 2000 Bachelor's Degree	11.32%	11.62%	11.30%
% 2000 Master's Degree	2.57%	2.57%	2.56%
% 2000 Doctorate Degree	0.07%	0.11%	0.08%
% 2000 Professional School Degree	1.46%	1.20%	1.44%
2006 Total Educational Attainment Age 25+	17,732	36,038	18,811
% 2006 No Schooling Completed	0.23%	0.29%	0.19%
% 2006 Nursery School-4th Grade	0.04%	0.04%	0.05%
% 2006 5th and 6th Grade	0.20%	0.34%	0.22%
% 2006 7th and 8th Grade	2.43%	2.83%	2.62%
% 2006 9th Grade	1.95%	1.91%	2.00%
% 2006 10th Grade	3.30%	2.82%	3.30%
% 2006 11th Grade	3.10%	2.65%	3.03%
% 2006 12th Grade No Diploma	2.71%	2.35%	2.75%
% 2006 High School Graduate (Incl Equivalency)	33.61%	34.21%	33.66%
% 2006 Some College < 1 Year	7.72%	8.09%	7.86%
% 2006 Some College 1+ Years No Degree	18.68%	17.83%	18.58%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2006 Associate Degree	10.34%	10.87%	10.07%
% 2006 Bachelor's Degree	11.59%	11.87%	11.58%
% 2006 Doctorate Degree	0.08%	0.11%	0.09%
% 2006 Master's Degree	2.63%	2.64%	2.63%
% 2006 Professional School Degree	1.39%	1.16%	1.37%
MARITAL STATUS			
2000 Marital Status Age 15+	20,795	41,983	22,043
% 2000 Never Married	24.28%	24.01%	23.95%
% 2000 Now Married	55.22%	55.79%	55.51%
% 2000 Divorced	10.90%	10.58%	10.82%
% 2000 Widowed	9.61%	9.62%	9.71%
2006 Marital Status Age 15+	20,888	42,326	22,185
% 2006 Male Never Married	29.00%	28.50%	28.63%
% 2006 Male Now Married	58.45%	58.26%	58.56%
% 2006 Male Divorced	9.59%	9.87%	9.77%
% 2006 Male Widowed	2.97%	3.37%	3.04%
HOUSEHOLD BY TYPE			
% 2000 Family Households	61.48%	62.43%	61.64%
% 2000 Non-Family households	4.48%	4.54%	4.41%
% 2000 1 Person Households	34.04%	33.03%	33.94%
% 2000 1 Person Male Householder	14.03%	14.37%	14.01%
% 2000 1 Person Female Householder	20.01%	18.65%	19.93%
% 2000 2 + Person Households	65.96%	66.97%	66.06%
% 2000 Married Couple Family	47.92%	49.28%	48.28%
% 2000 Married Couple Family w/ child <18	18.96%	18.67%	18.81%
% 2000 Married Couple Family w/ no child <18	28.96%	30.61%	29.46%
% 2000 Male Hhldr no wife present	3.91%	3.85%	3.82%
% 2000 Male Hhldr no wife w/ child <18	2.21%	2.19%	2.14%
% 2000 Male Hhldr no wife w/o child <18	1.70%	1.66%	1.68%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2000 Female Hhldr no husband present	9.65%	9.31%	9.55%
% 2000 Female Hhldr no husband w/ child <18	6.62%	6.36%	6.49%
% 2000 Female Hhldr no husband w/o child <18	3.03%	2.95%	3.06%
% 2000 Male Householder	2.87%	2.88%	2.85%
% 2000 Female Householder	1.61%	1.66%	1.57%
EMPLOYMENT STATUS			
2000 Population by Employment Status	20,388	41,207	21,613
% 2000 Employed Civilians	55.77%	55.15%	54.93%
% 2000 In Armed Forces	0.11%	0.06%	0.11%
% 2000 Not in Labor Force	40.70%	41.17%	41.49%
% 2000 Unemployed Civilians	3.42%	3.63%	3.47%
EMPLOYMENT BY OCCUPATION			
% 2000 White Collar Occupations	47.37%	49.97%	47.65%
% 2000 Blue Collar Occupations	52.63%	50.03%	52.35%
% 2000 Management/Professional/Related	24.12%	24.77%	24.26%
% 2000 Mgmt/Business/Financial Operations	7.46%	7.84%	7.62%
% 2000 Professional/Related	16.66%	16.94%	16.64%
% 2000 Service Occupation	19.01%	17.45%	18.62%
% 2000 Healthcare Support	3.44%	2.91%	3.34%
% 2000 Protective Service	1.20%	1.26%	1.15%
% 2000 Food Preparation/Serving Related	6.49%	6.34%	6.48%
% 2000 Building/Grounds Cleaning/Maint	4.91%	4.13%	4.79%
% 2000 Personal Care/Service	2.97%	2.82%	2.86%
% 2000 Sales/Office	23.25%	25.20%	23.40%
% 2000 Sales/Related Occupations	10.11%	10.99%	10.17%
% 2000 Office/Administrative Support	13.13%	14.21%	13.23%
% 2000 Farming/Fishing/Forestry	0.28%	0.43%	0.31%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2000 Construction/Extraction/Maint	15.46%	15.83%	15.52%
% 2000 Construction/Extraction	8.36%	8.51%	8.34%
% 2000 Installation/Maintenance/Repair	7.11%	7.32%	7.17%
% 2000 Production/Transp/Material Moving	17.88%	16.31%	17.90%
% 2000 Production	10.85%	9.37%	10.81%
% 2000 Transportation/Material Moving	7.03%	6.94%	7.09%
% 2006 White Collar Occupations	47.41%	49.98%	47.71%
% 2006 Blue Collar Occupations	52.59%	50.02%	52.29%
% 2006 Population by Occupation	45.67%	45.33%	45.06%
% 2006 Management/Professional/Related	24.13%	24.71%	24.27%
% 2006 Mgmt/Business/Financial	7.49%	7.85%	7.65%
Operations			
% 2006 Professional/Related	16.64%	16.86%	16.62%
% 2006 Service Occupation	19.13%	17.53%	18.71%
% 2006 Healthcare Support	3.42%	2.90%	3.31%
% 2006 Protective Service	1.22%	1.26%	1.15%
% 2006 Food Preparation/Serving Related	6.49%	6.32%	6.47%
% 2006 Building/Grounds Cleaning/Maint	5.01%	4.21%	4.89%
% 2006 Personal Care/Service	3.00%	2.85%	2.88%
% 2006 Sales/Office	23.28%	25.26%	23.43%
% 2006 Sales/Related Occupations	10.04%	10.89%	10.08%
% 2006 Office/Administrative Support	13.24%	14.37%	13.35%
% 2006 Farming/Fishing/Forestry	0.27%	0.43%	0.30%
% 2006 Construction/Extraction/Maint	15.52%	15.94%	15.57%
% 2006 Construction/Extraction	8.51%	8.65%	8.50%
% 2006 Installation/Maintenance/Repair	7.00%	7.29%	7.08%
% 2006 Production/Transp/Material Moving	17.67%	16.12%	17.70%
% 2006 Production	10.63%	9.18%	10.59%
% 2006 Transportation/Material Moving	7.04%	6.94%	7.11%
VEHICLES AVAILABLE			
2000 Total Vehicles	18,206	37,754	19,358
% 2000 Households No Vehicle	10.94%	9.77%	10.63%

APPENDIX E

Socioeconomic Benchmark Report (%)

AnySite® Online

Hibbing Primary Trade Area

1/22/2007

Coordinates Longitude: -92.937499
Latitude: 47.427221

	10.0 Mile Ring 314.16 sq/mi	20.0 Mile Ring 1256.64 sq/mi	Custom Polygon
% 2000 Households 1 Vehicle	37.02%	35.68%	36.71%
% 2000 Households 2 Vehicles	34.31%	35.81%	34.95%
% 2000 Households 3 Vehicles	12.81%	13.68%	13.01%
% 2000 Households 4 Vehicles	3.85%	3.83%	3.69%
% 2000 Households 5+ Vehicles	1.07%	1.24%	1.01%
2000 Average Vehicles	1.7	1.7	1.7
2006 Total Vehicles	18,551	38,593	19,766
2006 Average Vehicles	1.7	1.7	1.7