

Fact Sheet

How Important is a Downtown Supermarket in Little Falls?

In April of 2010, Main Street First conducted a survey of Big M shoppers to determine the consumer demographics of our downtown supermarket, in order to more accurately measure the impact this business has on the downtown economy.



Who Shops at the Big M Supermarket?

On average, 714 people shop at Big M every day, which translates to 265,198 shopping trips every year. Over 60% of the Big M shoppers live in the City of Little Falls and another 16% live in the Town of Little Falls. The vast majority (65%) shop at Big M more than once per week. The average shopper is relatively young, between the ages of 21 and 49.

What is the Impact on Other Downtown Stores & Businesses?

Nearly half (48.40%) of Big M shoppers patronize other downtown stores and businesses during their grocery shopping trip. Cumulatively, Big M shoppers estimate that they spend \$25,462 per day, or \$9,293,630 per year, in the various businesses in downtown Little Falls. Altogether, the presence of a downtown supermarket generates 176,329 unique trips annually to the **other** businesses in downtown Little Falls:

- ❖ 228 trips daily and 83,227 trips annually to other retail stores.
- ❖ 73 trips daily and 26,802 trips annually to banks and financial services.
- ❖ 81 trips daily and 29,623 trips annually to restaurants, eateries and taverns.
- ❖ 35 trips daily and 12,696 trips annually to professional services.
- ❖ 66 trips daily and 23,981 trips annually to other commercial services.

What are the chances that the businesses of downtown Little Falls could survive the loss of over 176,000 shopping trips per year?

What is the Impact on Local Employment & Taxes?

- ❖ Big M employs 27 people, and Shoppers Square employs a total of 71 people.
- ❖ Big M pays over \$16,000 per year in property taxes, and Shoppers Square pays a total of \$68,000 per year in property taxes.

What is the Impact on a Walkable Community?

- ❖ 17.55% of Big M customers, or 128 people per day, walk to the supermarket.
- ❖ 468 Households in Little Falls have no automobile, and 317 people walk to work every day.

For more details on the findings and methodology of this study, or obtain a copy of the complete study, please contact David or Christine Van Meter at Choice Investments, LLC, (315) 823-9200.