

# Lac qui Parle County Retail Trade Overview

## Total Taxable and Gross Retail Sales

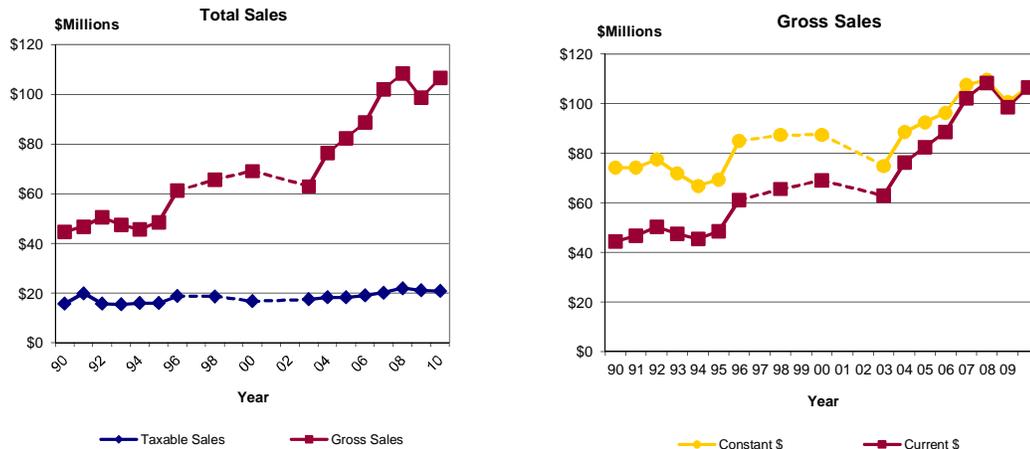
The table below presents gross and taxable retail and services sales for Lac qui Parle County from 1990 through 2010. Taxable sales in Lac qui Parle County increased 18.9 percent from 2003 to 2010, while the number of firms fell 7 percent. Statewide, taxable sales increased 6.1 percent over the same time period and the number of firms rose 8.2 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2010 dollars. These figures have been adjusted for inflation to reflect their value 2010. For example, in 1990, taxable sales in Lac qui Parle County totaled \$15.65 million, an amount worth \$26.09 million in 2010 dollars. In constant dollars, gross sales grew 42.4 percent between 2003 and 2010. Constant dollar taxable sales decreased 0.1 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2010 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	8,924	\$44.47	\$15.65	\$74.12	\$26.09	247	\$1,754	0.40
1991	8,747	\$46.74	\$19.82	\$74.19	\$31.46	244	\$2,266	0.52
1992	8,671	\$50.35	\$15.68	\$77.46	\$24.12	239	\$1,808	0.37
1993	8,626	\$47.45	\$15.34	\$71.89	\$23.25	233	\$1,779	0.35
1994	8,502	\$45.48	\$15.85	\$66.89	\$23.31	225	\$1,864	0.34
1995	8,374	\$48.53	\$15.80	\$69.33	\$22.57	205	\$1,887	0.33
1996	8,198	\$61.16	\$18.55	\$84.95	\$25.77	215	\$2,263	0.34
1997	8,125	NA	NA	NA	NA	NA	NA	NA
1998	7,995	\$65.51	\$18.57	\$87.35	\$24.76	217	\$2,323	0.33
1999	7,813	NA	NA	NA	NA	NA	NA	NA
2000	8,067	\$69.06	\$16.62	\$87.42	\$21.03	216	\$2,060	0.27
2001	7,954	NA	NA	NA	NA	NA	NA	NA
2002	7,932	NA	NA	NA	NA	NA	NA	NA
2003	7,867	\$62.90	\$17.38	\$74.89	\$20.70	186	\$2,210	0.25
2004	7,756	\$76.23	\$18.09	\$88.64	\$21.03	184	\$2,332	0.25
2005	7,604	\$82.34	\$18.24	\$92.51	\$20.50	191	\$2,399	0.25
2006	7,464	\$88.60	\$18.87	\$96.30	\$20.51	188	\$2,528	0.26
2007	7,258	\$102.09	\$20.06	\$107.46	\$21.11	180	\$2,763	0.28
2008	7,165	\$108.45	\$21.88	\$109.54	\$22.10	183	\$3,053	0.32
2009	7,110	\$98.63	\$20.92	\$100.65	\$21.35	182	\$2,943	0.33
2010	7,238	\$106.60	\$20.67	\$106.60	\$20.67	173	\$2,855	0.32
7 yr Change '03 to '10	-8.0%	69.5%	18.9%	42.4%	-0.1%	-7.0%	29.2%	27.8%
3 yr Change '07 to '10	-0.3%	4.4%	3.0%	-0.8%	-2.1%	-3.9%	3.3%	11.3%

\*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

## Lac qui Parle County: Total Retail Sales



## Lac qui Parle County Components of Change, 2007 to 2010

Category	Taxable Sales 2007	Taxable Sales 2010	Dollar Change	Percent Change
Vehicles & Parts	\$1,719,805	\$2,538,260	+\$818,455	+47.59%
Furniture Stores	\$599,026	\$479,284	-\$119,742	-19.99%
Electronics	\$1,053,163	\$1,348,504	+\$295,341	+28.04%
Building Materials	\$3,668,364	\$3,058,879	-\$609,485	-16.61%
Food, Groceries	\$2,133,353	\$2,436,906	+\$303,553	+14.23%
Health, Personal Stores	NA	NA	NA	NA
Gasoline Stations	\$1,298,671	\$1,529,433	+\$230,762	+17.77%
Apparel	\$303,618	\$271,518	-\$32,100	-10.57%
Leisure Goods	\$73,351	\$5,716	-\$67,635	-92.21%
General Merchandise Stores	NA	NA	NA	NA
Miscellaneous Retail	\$1,515,321	\$1,102,841	-\$412,480	-27.22%
Accommodations	NA	NA	NA	NA
Eating & Drinking Places	\$2,454,449	\$3,072,075	+\$617,626	+25.16%
<b>Total Retail and Services Sales</b>	<b>\$20,055,959</b>	<b>\$20,665,653</b>	<b>+\$609,694</b>	<b>+3.04%</b>

Figures not adjusted for inflation.

### Dollar Changes by Category (in Millions) 2007 - 2010



# Pull Factors By Merchandise Category

## Lac qui Parle County

The following tables and charts depict pull factors in Lac qui Parle County from 1990 to 2000\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Category Descriptions

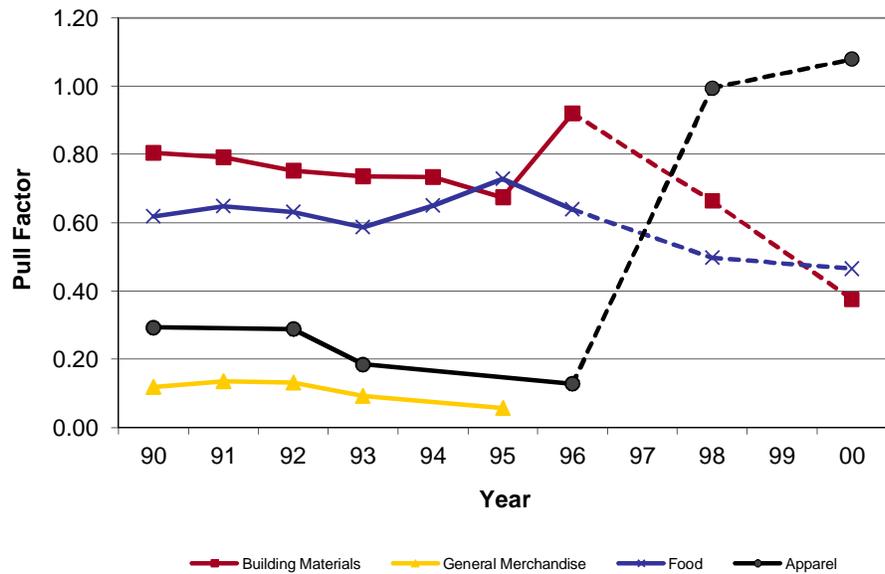
**Building Materials:** Includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; and lawn and garden supplies.

**General Merchandise:** Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores.

**Food:** This group is comprised of retail stores primarily engaged in selling food for home preparation and consumption.

**Apparel:** Retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department Stores even though most of their receipts are from the sale of apparel and apparel accessories.

**Pull Factors by Merchandise Category (1 of 3)**



**Pull Factors by Merchandise Category  
Lac qui Parle County, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	0.80	0.12	0.62	0.29
1991	0.79	0.14	0.65	NA
1992	0.75	0.13	0.63	0.29
1993	0.74	0.09	0.59	0.18
1994	0.73	NA	0.65	NA
1995	0.67	0.06	0.73	NA
1996	0.92	NA	0.64	0.13
1997	NA	NA	NA	NA
1998	0.66	NA	0.50	0.99
1999	NA	NA	NA	NA
2000	0.37	NA	0.46	1.08
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% Change, '90 to '00	-53.39%	NA	-24.78%	268.63%
% Change, '98 to '00	-43.52%	NA	-6.46%	8.57%

\*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

# Pull Factors By Merchandise Category

## Lac qui Parle County

The following tables and charts depict pull factors in Lac qui Parle County from 1990 to 2000\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Category Descriptions

**Furniture:** This group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances.

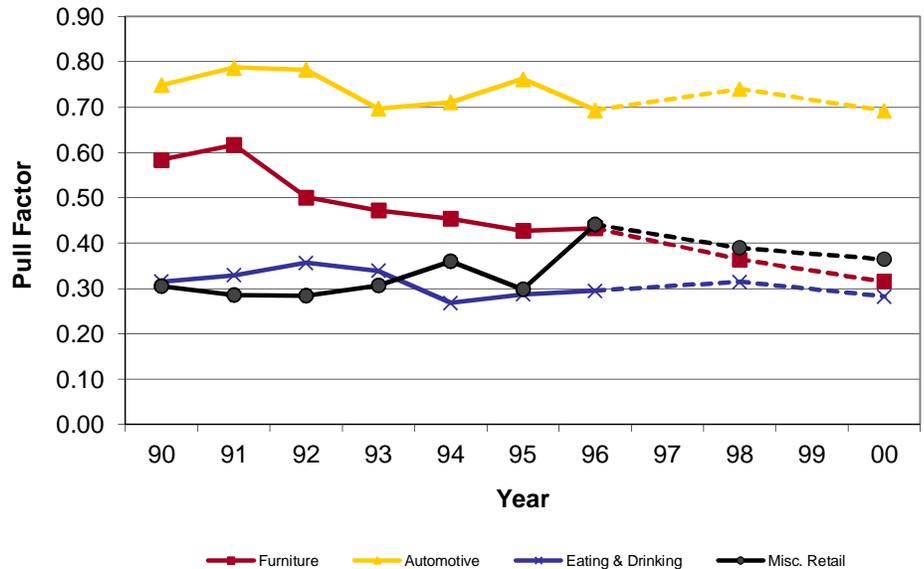
**Automotive:** Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

**Eating & Drinking:** This major group includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

**Miscellaneous Retail:** This category includes retail establishments not elsewhere classified. These establishments fall into the following categories: liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

\*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

**Pull Factors by Merchandise Category (2 of 3)**



**Pull Factors by Merchandise Category  
Lac qui Parle County, 1990-2000**

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.58	0.75	0.32	0.31
1991	0.62	0.79	0.33	0.29
1992	0.50	0.78	0.36	0.28
1993	0.47	0.70	0.34	0.31
1994	0.45	0.71	0.27	0.36
1995	0.43	0.76	0.29	0.30
1996	0.43	0.69	0.29	0.44
1997	NA	NA	NA	NA
1998	0.36	0.74	0.31	0.39
1999	NA	NA	NA	NA
2000	0.32	0.69	0.28	0.36

% Change, '90 to '00: Furniture -45.97%, Automotive -7.57%, Eating & Drinking -10.50%, Misc. Retail 19.34%

% Change, '98 to '00: Furniture -13.20%, Automotive -6.55%, Eating & Drinking -10.25%, Misc. Retail -6.50%

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

# Pull Factors By Merchandise Category

## Lac qui Parle County

The following tables and charts depict pull factors in Lac qui Parle County from 1990 to 2000\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Category Descriptions

**Lodging:** Includes establishments engaged in providing lodging, or lodging and meals, and camping facilities.

**Personal Services:** includes establishments primarily engaged in providing services generally to individuals, such as barber and beauty shops, drycleaning plants, laundries, and photographic studios.

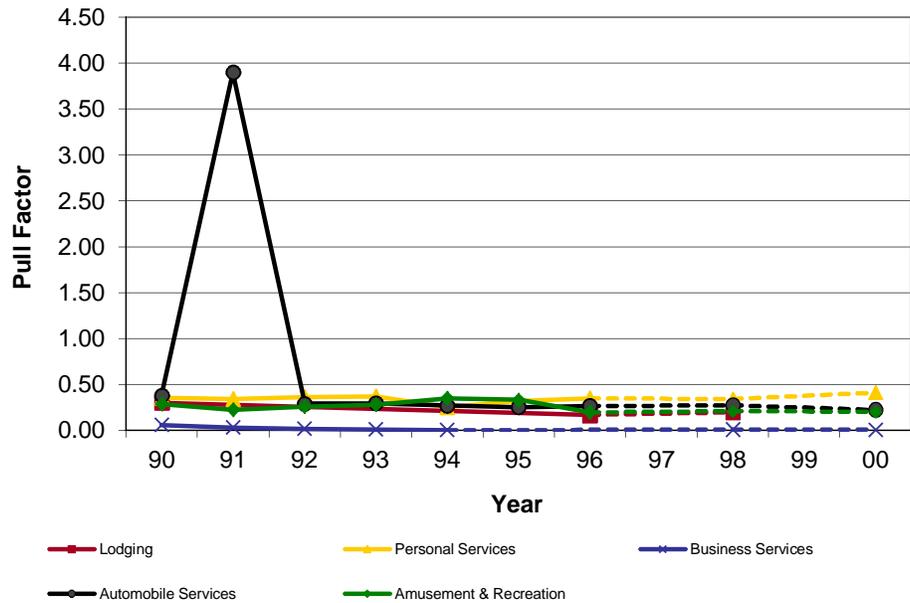
**Business Services:** Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

**Automobile Services:** Includes establishments primarily engaged in furnishing automotive repair, rental, leasing, parking, and other services.

**Amusement and Recreation:** This group includes establishments primarily engaged in providing amusement, recreation, or entertainment services, not elsewhere classified.

\*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

**Pull Factors by Merchandise Category (3 of 3)**



**Pull Factors by Merchandise Category  
Lac qui Parle County, 1990-2000**

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.30	0.35	0.06	0.38	0.28
1991	NA	0.34	0.03	3.90	0.23
1992	NA	0.36	0.02	0.29	0.26
1993	NA	0.37	0.01	0.29	0.28
1994	NA	0.25	0.00	0.27	0.35
1995	NA	0.32	NA	0.25	0.33
1996	0.16	0.35	NA	0.27	0.20
1997	NA	NA	NA	NA	NA
1998	0.20	0.34	0.01	0.27	0.21
1999	NA	NA	NA	NA	NA
2000	NA	0.41	0.01	0.22	0.20
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% Change, '90 to '00	NA	16.85%	-88.60%	-41.52%	-30.08%
% Change, '98 to '00	NA	21.74%	-13.19%	-18.96%	-3.66%

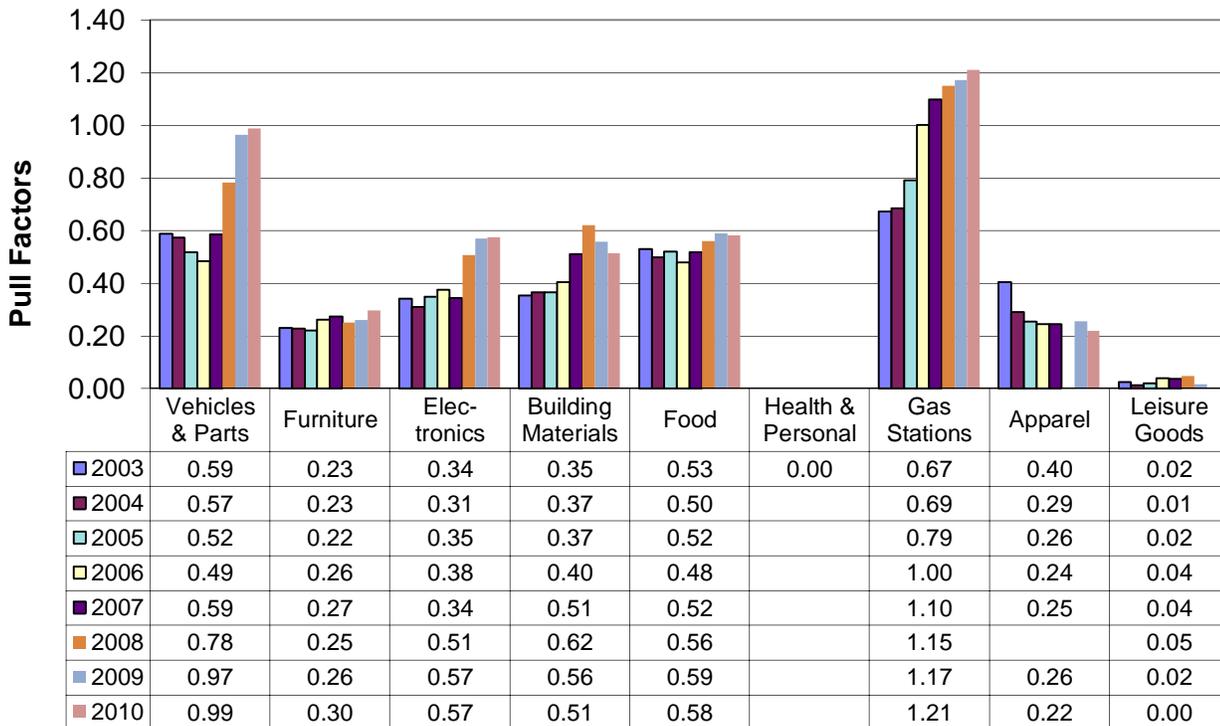
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# Pull Factors By Merchandise Category

## Lac qui Parle County

The following tables and charts depict pull factors in Lac qui Parle County from 2003 to 2010\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Pull Factor by NAICS Merchandise Category (1 of 2)



#### NAICS Category Descriptions

**Motor Vehicles & Parts:** Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

**Furniture:** Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

**Electronics:** Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

**Building Materials:** Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, garden centers, and feed stores.

**Food:** Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

**Health & Personal:** Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

**Gas Stations:** Retailers that sell fuel along with convenience store items.

**Apparel:** New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

**Leisure Goods:** Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

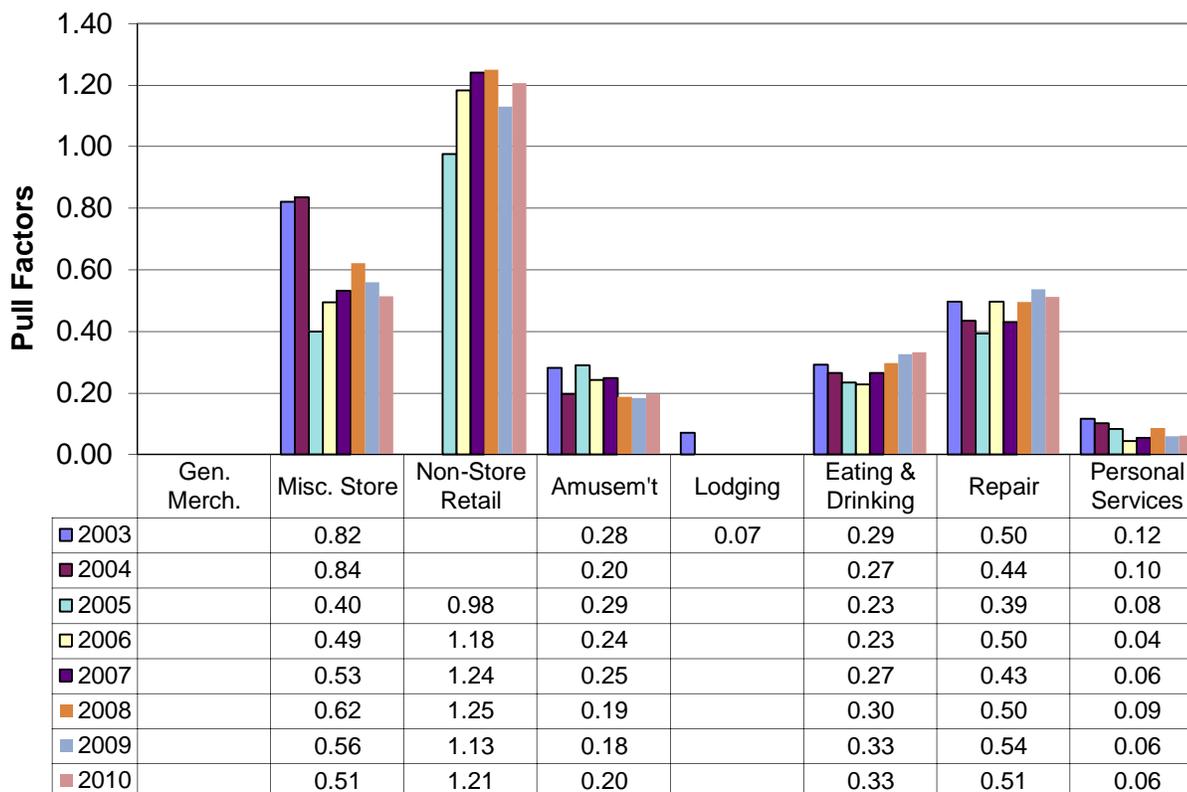
\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Recent Trends By Merchandise Category

## Lac qui Parle County

The following tables and charts depict pull factors in Lac qui Parle County from 2003 to 2010\* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

### Pull Factor by NAICS Merchandise Category (2 of 2)



#### NAICS Category Descriptions

**General Merchandise:** Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

**Miscellaneous Store Retailers:** Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies.

**Non-Store Retail:** Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

**Amusement:** Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

**Lodging:** Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, RV parks.

**Eating & Drinking:** Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs,

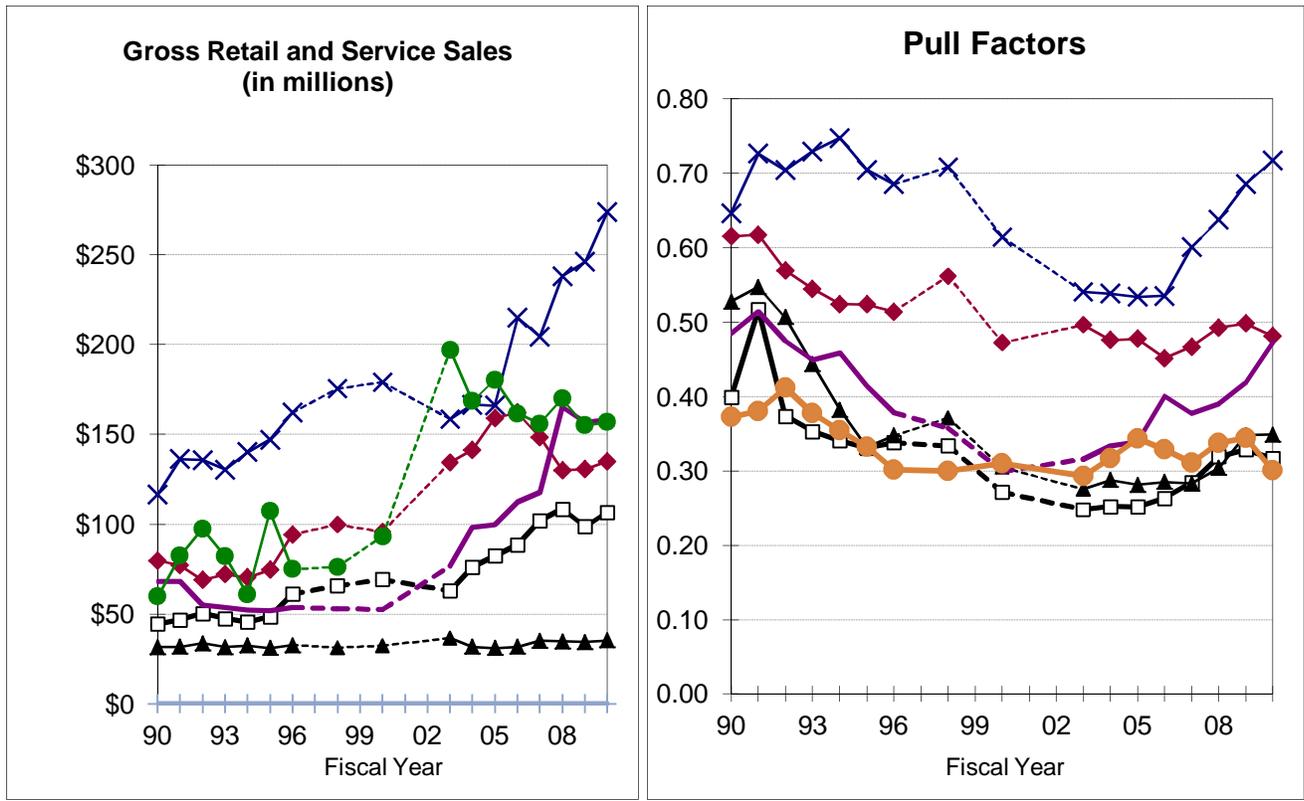
**Repair:** Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

**Personal Services:** Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, kennels, and photo finishing.

\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Comparison with Neighboring Counties

## Lac qui Parle County



- Lac qui Parle County
- Big Stone County
- Chippewa County
- Stevens County
- Swift County
- Yellow Medicine County

### Comparison with Neighboring Counties, 2010

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Lac qui Parle County	7,238	\$106.60	\$20.67	173	\$2,855	0.32
Big Stone County	5,264	\$35.28	\$16.56	167	\$3,145	0.35
Chippewa County	12,463	\$273.94	\$80.62	358	\$6,469	0.72
Stevens County	9,719	\$134.97	\$42.15	239	\$4,337	0.48
Swift County	9,760	\$158.03	\$41.62	240	\$4,264	0.47
Yellow Medicine County	10,425	\$156.71	\$28.27	284	\$2,711	0.30

# Trade Area Analysis of Retail Sales

## Lac qui Parle County

The following tables provide information on retail sales by merchandise category. "Potential sales" is a standard to which actual performance is compared. In calculating potential sales, population and income characteristics are taken into account. Potential sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

### Trade Area Analysis by Merchandise Category, 2010

Merchandise Group	Potential Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Potential		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$2.49	\$2.54	+\$0.05	+1.9%	138	9	12.3%
Furniture Stores	\$1.56	\$0.48	-\$1.08	-69.3%	-5,015	5	2.3%
Electronics	\$2.28	\$1.35	-\$0.93	-40.8%	-2,955	4	6.5%
Building Materials	\$5.77	\$3.06	-\$2.71	-47.0%	-3,402	9	14.8%
Food, Groceries	\$4.05	\$2.44	-\$1.62	-39.9%	-2,887	11	11.8%
Health, Personal Stores	\$0.78	NA	NA	NA	NA	NA	NA
Gasoline Stations	\$1.23	\$1.53	+\$0.30	+24.7%	1,788	6	7.4%
Apparel	\$1.20	\$0.27	-\$0.93	-77.3%	-5,598	4	1.3%
Leisure Goods	\$1.70	\$0.01	-\$1.69	-99.7%	-7,214	7	0.0%
General Merchandise Stores	\$7.17	NA	NA	NA	NA	NA	NA
Miscellaneous Retail	\$2.08	\$1.10	-\$0.98	-47.1%	-3,407	17	5.3%
Amusement & Recreation	\$1.92	\$0.39	-\$1.53	-79.7%	-5,770	7	1.9%
Accommodations	\$2.14	NA	NA	NA	NA	NA	NA
Eating & Drinking Places	\$9.00	\$3.07	-\$5.92	-65.8%	-4,766	15	14.9%
Repair, Maintenance	\$1.47	\$0.77	-\$0.69	-47.3%	-3,423	24	3.7%
Personal Services, Laundry	\$1.01	\$0.06	-\$0.95	-93.7%	-6,783	16	0.3%
<b>Total Taxable Retail &amp; Service</b>	<b>\$63.35</b>	<b>\$20.67</b>	<b>-\$42.69</b>	<b>-67.4%</b>	<b>-4,877</b>	<b>173</b>	<b>100.0%</b>

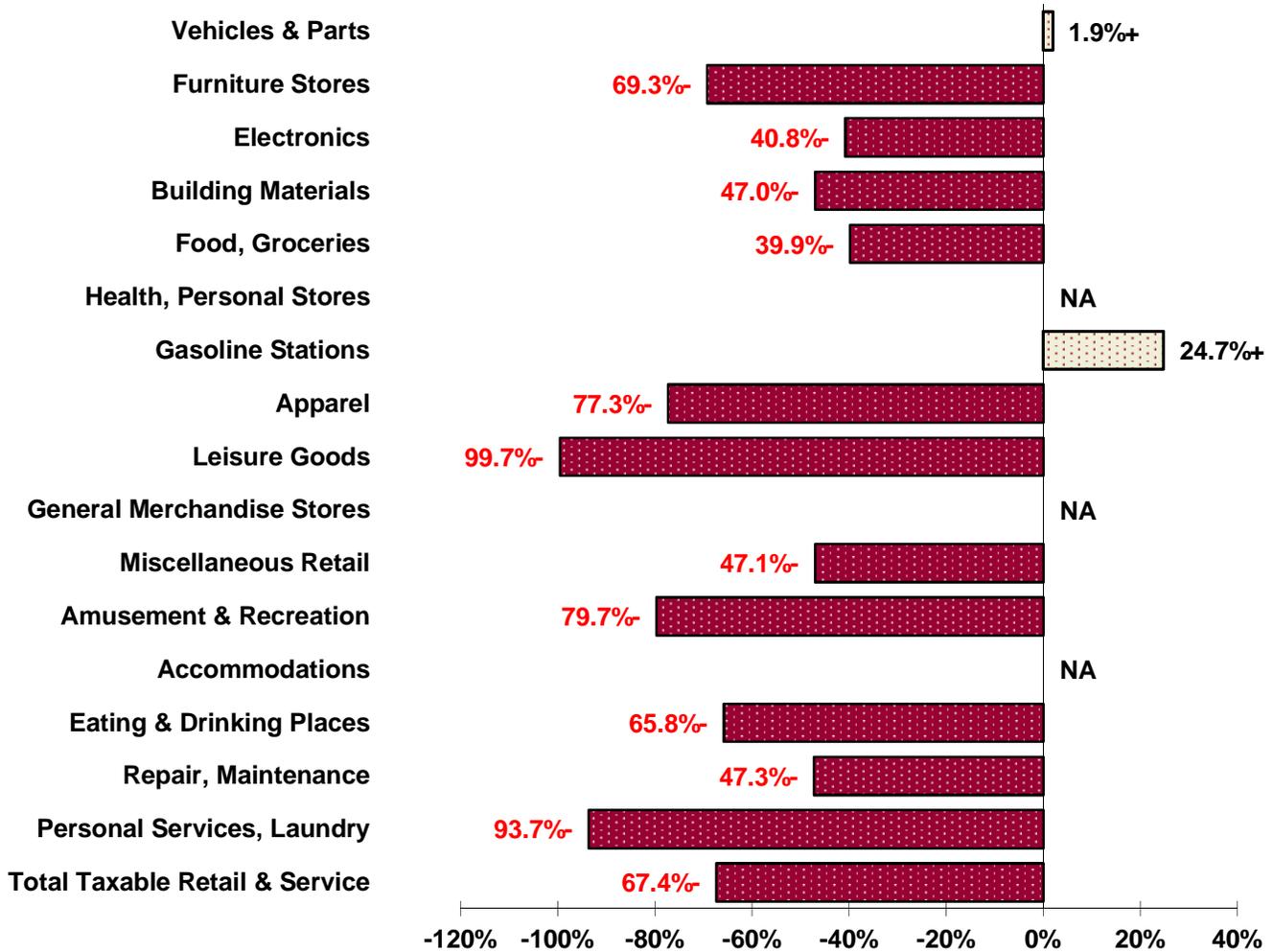
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Summary of Lac qui Parle County Retail Trade

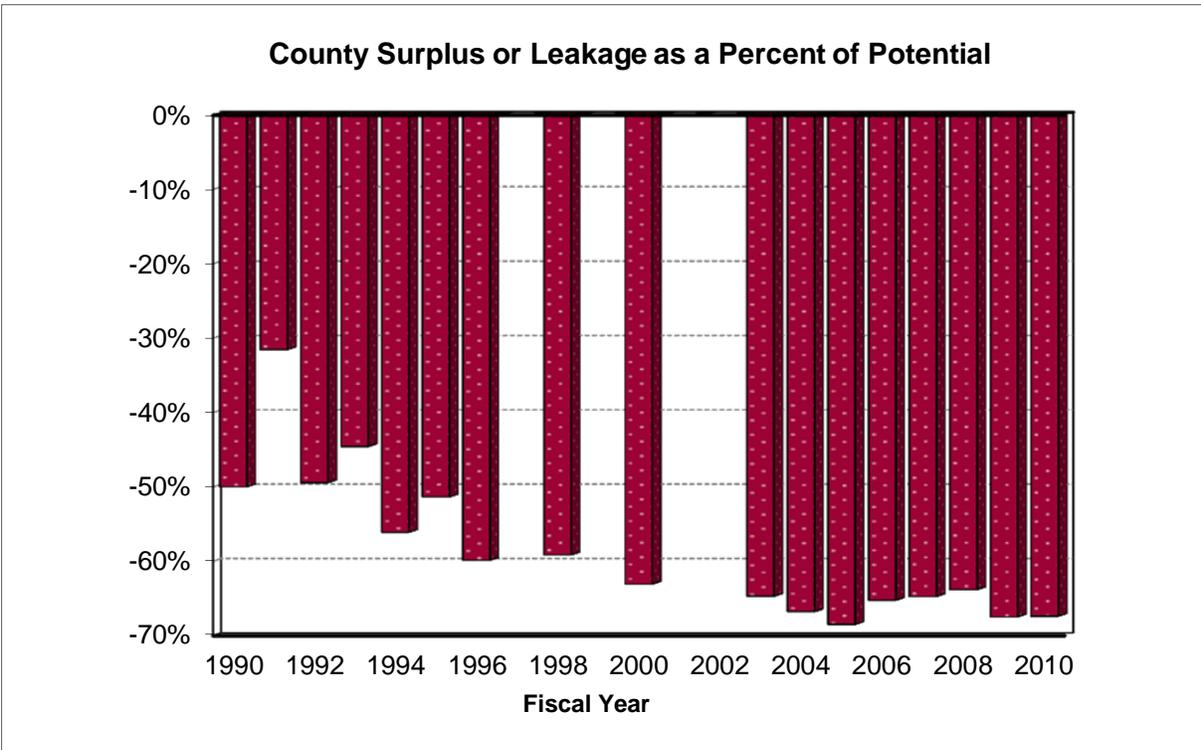
The chart below depicts the percentage amount Lac qui Parle County's actual sales were above or below potential sales in 2010 by merchandise group. Of the 13 merchandise categories with reported data, sales in 2 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a 24.7 percent surplus. Overall, Lac qui Parle County had a retail sales leakage of 67.4 percent.

It is important to note that variations in a county's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers and transportation patterns, as well as the individual retailer's management and marketing, can cause the retail sales of a particular county to deviate substantially from potential sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

**Percentage Above or Below Potential Sales, 2010**



# Lac qui Parle County Retail Trade Surplus or Leakage



Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
1990	8,924	0.80	\$31.3	\$15.7	-\$15.6	-50.0%	-4,460
1991	8,747	0.75	\$28.9	\$19.8	-\$9.1	-31.5%	-2,757
1992	8,671	0.74	\$31.0	\$15.7	-\$15.3	-49.4%	-4,286
1993	8,626	0.64	\$27.7	\$15.3	-\$12.3	-44.6%	-3,844
1994	8,502	0.78	\$36.1	\$15.8	-\$20.2	-56.1%	-4,769
1995	8,374	0.68	\$32.5	\$15.8	-\$16.7	-51.3%	-4,298
1996	8,198	0.84	\$46.2	\$18.6	-\$27.6	-59.8%	-4,906
1997	8,125	0.81	NA	NA	NA	NA	NA
1998	7,995	0.82	\$45.4	\$18.6	-\$26.9	-59.1%	-4,728
1999	7,813	0.77	NA	NA	NA	NA	NA
2000	8,067	0.73	\$45.0	\$16.6	-\$28.4	-63.1%	-5,087
2001	7,954	0.71	NA	NA	NA	NA	NA
2002	7,932	0.72	NA	NA	NA	NA	NA
2003	7,867	0.70	\$49.2	\$17.4	-\$31.9	-64.7%	-5,089
2004	7,756	0.76	\$54.4	\$18.1	-\$36.3	-66.8%	-5,178
2005	7,604	0.80	\$57.9	\$18.2	-\$39.6	-68.5%	-5,207
2006	7,464	0.76	\$54.3	\$18.9	-\$35.4	-65.2%	-4,869
2007	7,258	0.81	\$56.9	\$20.1	-\$36.8	-64.7%	-4,698
2008	7,165	0.88	\$60.4	\$21.9	-\$38.6	-63.8%	-4,572
2009	7,110	1.01	\$64.3	\$20.9	-\$43.4	-67.5%	-4,797
2010	7,238	0.97	\$63.4	\$20.7	-\$42.7	-67.4%	-4,877

# State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services

2010

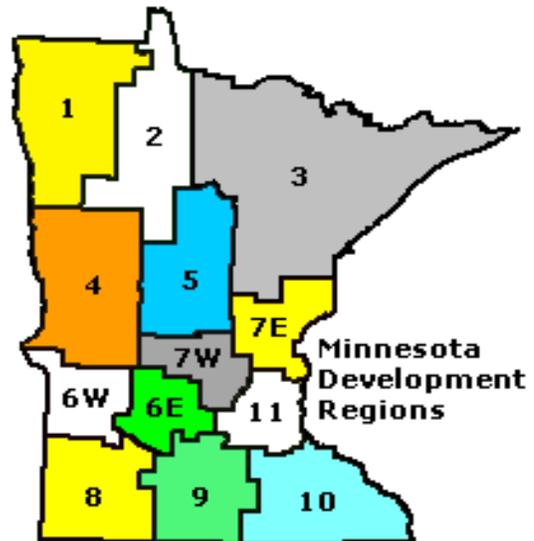
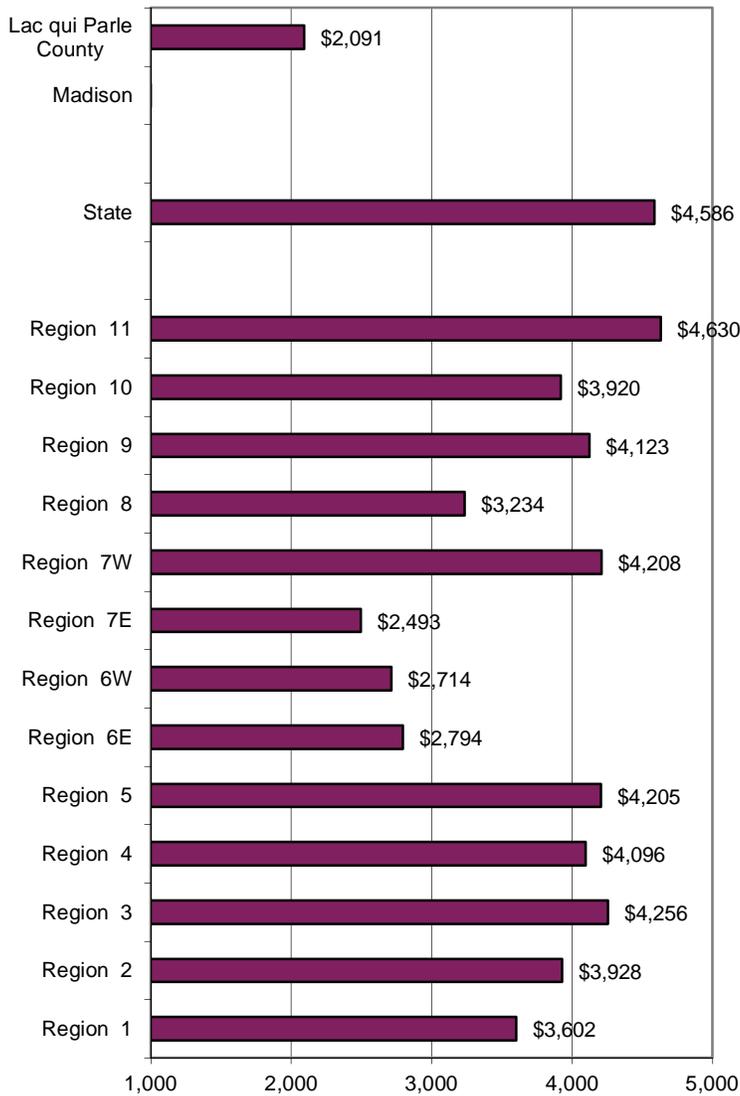
*Threshold level refers to the number of people per business, which can be used as a general guide for determining the "critical mass" necessary to support a business. These are broad averages for the state as a whole and do not reflect differences in income, tourism, agglomeration, establishment, etc. Further, the business counts are based on the number of sales tax returns filed and are converted to "full-time equivalents." Multiplying people per business by sales per capita yields average sales per firm. In addition to state averages, averages for the non-metropolitan regions were calculated by excluding the seven county Minneapolis-St. Paul metropolitan region.*

Business Activity / Store Type	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	Madison
<b>RETAIL TRADE</b>					
441 Vehicles, Parts	1,791	1,404	\$354.67	\$343.35	NA
442 Furniture Stores	2,359	2,719	\$222.17	\$155.34	NA
443 Electronics	2,949	3,879	\$324.51	\$138.07	NA
444 Building Materials	2,146	1,636	\$821.91	\$864.05	NA
445 Food and Beverage Stores	1,478	1,324	\$577.29	\$489.86	NA
446 Health, Personal Stores	3,050	3,585	\$110.59	\$62.66	NA
447 Gasoline Stations	2,357	1,857	\$174.64	\$205.85	NA
448 Clothing & Accessory Stores	1,361	1,759	\$170.58	\$81.05	NA
451 Leisure Goods	1,211	1,164	\$241.49	\$159.78	NA
452 General Merchandise	4,650	3,704	\$1,020.65	\$1,050.20	NA
453 Miscellaneous Merchandise	364	347	\$296.71	\$225.82	NA
454 Non-store Retail	772	880	\$270.53	\$74.26	NA
Retail Total			\$4,585.73	\$3,850.29	\$0.00
<b>INFORMATION</b>					
511 Publishing Industry	6,782	19,964	\$25.80	\$0.81	
512 Movie & Recording Industry	12,466	50,113	\$30.16	\$9.12	
515 Broadcasting	33,826	98,222	\$101.39	\$3.20	
516 Info -Internet Publ/Brcst	115,449	NA	\$0.13	NA	
517 Telecommunications	5,954	11,806	\$761.02	\$246.80	
518 Internet Service	7,275	35,588	\$74.49	\$1.19	
519 Other Information Services	3,485	5,073	\$158.59	\$34.22	
<b>FINANCE AND INSURANCE</b>					
522 Credit Intermediation	6,548	7,870	\$27.72	\$4.95	
523 Securities, Commodities	21,074	116,931	\$2.93	\$0.23	
524 Insurance Carriers	9,709	28,889	\$2.13	\$0.38	
525 Funds, Trusts	118,015	NA	\$4.21	NA	
<b>REAL ESTATE AND RENTAL AND LEASING</b>					
531 Real Estate	2,874	4,713	\$31.24	\$18.90	
532 Rental, Leasing Services	2,637	3,738	\$240.34	\$55.14	
533 Lessors Nonfinancial Assets	379,333	NA	\$0.36	NA	
<b>PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES</b>					
541 Prof, Scientific, Technical Services	438	759	\$231.93	\$69.21	
551 Mgmt Of Companies	22,990	144,444	\$28.32	\$0.48	
<b>ADMINISTRATIVE &amp; SUPPORT; WASTE MGMT &amp; REMEDIATION SVCS</b>					
561 Admin, Support Services	507	589	\$16.89	\$115.63	
562 Waste Mgmt, Remediation	11,934	12,856	\$14.02	\$0.80	
<b>EDUCATIONAL SVCS; HEALTH &amp; SOCIAL ASSISTANCE</b>					
611 Educational Services	4,208	5,645	\$16.89	\$14.21	
621 Health -Ambulatory Care	1,169	1,477	\$14.02	\$9.19	
622 Health -Hospitals	38,483	144,444	\$13.46	\$8.03	
623 Health -Nursing,Home Care	13,310	14,704	\$1.70	\$1.42	
624 Health -Social Assistance	14,238	27,590	\$2.49	\$2.10	
<b>ARTS, ENTERTAINMENT &amp; RECREATION</b>					
711 Performing Art, Spectator Sports	2,628	3,980	\$59.10	\$8.35	
712 Museums, Historical Sites	31,239	79,211	\$4.85	\$0.49	
713 Amusement, Gambling, Recr	2,245	1,896	\$273.86	\$131.70	
<b>ACCOMMODATION &amp; FOOD SERVICES</b>					
721 Accommodation	2,080	1,173	\$304.41	\$288.52	NA
722 Food Services, Drinking Places	465	451	\$1,280.87	\$954.35	NA
<b>OTHER SERVICES</b>					
811 Repair, Maintenance	576	430	\$208.66	\$211.66	
812 Personal, Laundry Service	602	528	\$143.61	\$49.56	
<b>TOTAL RETAIL AND SERVICES</b>			\$9,021.11	\$6,190.40	

# Compare the Community to the Region Madison and Lac qui Parle County

On other pages of this report we compared communities using a combination of retail sectors and service sectors. The information on this page only includes businesses in Retail Trade and does not include service sectors. The retail trade sectors include the following: building materials, motor vehicles & parts, apparel, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

## 2010 Retail Sales per capita



# Minnesota Taxable Sales per Capita Trend

