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# 2010 Retail Trade Analysis New Prague LeSueur & Scott Counties

A TOOL USED TO MEASURE THE ECONOMIC HEALTH OF THE LOCAL RETAIL ECONOMY

Authored by Bruce W. Schwartau



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July 15, 2012

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The University of Minnesota Extension has developed this retail trade analysis program to assist in the economic development of Minnesota towns and cities. These reports are available for all Minnesota counties, for most cities above 5,000 populations and for a few cities smaller than 5,000 populations. The retail sector of each jurisdiction can be evaluated by comparing its trends to those of other similar jurisdictions. Business people and economic development officials can use measures such as pull factors and leakages to determine the need and feasibility of new retail businesses.

## **DATA SOURCES**

Most of the data in the analysis are based on annual reports of Minnesota retail and use tax, published by the Minnesota Department of Revenue. The Department of Revenue published an annual report of sales and use tax by jurisdiction until 1996, at which time the reports were released biennially due to budget constraints. This analysis uses the available reports from 1990-1996, 1998, 2000, and 2003 through 2010. The reports interpolate data for the years in which data are not available. (See [http://taxes.state.mn.us/legal\\_policy/pages/research\\_reports\\_sales\\_use\\_statistics\\_main.aspx](http://taxes.state.mn.us/legal_policy/pages/research_reports_sales_use_statistics_main.aspx)) The income data in this report are obtained from reports by Bureau of Economic Analysis (BEA). (See <http://www.bea.gov/regional/reis>) Population data are derived from the U.S. Census. (See <http://www.census.gov/popest/>)

Sales and use tax permit holders file returns and remit taxes on a monthly, quarterly or annual basis. Large businesses such as discount department stores whose tax is more than \$500 per month are required to file on a monthly basis, while medium-sized businesses whose sales tax collections are less than \$500 per month, are required to file on a quarterly basis and small businesses with sales tax collections less than \$100 per month would most likely file on an annual basis.

## **DEFINITION OF TERMS**

### **Gross Sales**

Gross sales include taxable sales and exempt sales for businesses holding sales and use tax permits. This is the most inclusive indicator of business activity for the reporting jurisdictions but it can be misleading when used in comparisons. At times commodity items (like gasoline) that are not taxable can have large price variations, creating huge swings in gross sales.

### **Taxable Sales**

Taxable sales are the amount of sales subject to sales tax. Taxable sales exclude exempt items, items sold for resale, items sold for exempt purposes and items sold to exempt organizations. For more information on what is taxed in Minnesota, see "Minnesota Sales and Use Tax Instruction Booklet" available on the web at [http://www.taxes.state.mn.us/sales/Documents/sales\\_tax\\_booklet.pdf](http://www.taxes.state.mn.us/sales/Documents/sales_tax_booklet.pdf)

### **Current and Constant Dollar Sales**

Current dollar (or "nominal dollar") sales are sales as reported by the state. No adjustment has been made for price inflation. In general this measure of sales is not satisfactory for comparisons over long periods of time since it does not account for changes in population, inflation, or the state's economy. Constant dollar (or "real dollar") sales reflect changes in price inflation by adjusting current dollar sales with the Consumer Price Index (CPI). Constant dollar sales indicate the real sales level with respect to a base year. This is a more realistic method of evaluating sales over time than current dollar comparisons, but still does not take into consideration changes in population or changes in the state's economy.

## Number of Businesses

The number of sales and use tax permit holders who filed one or more tax returns for the year are reported as the number of businesses.

## Reporting Period

The reporting periods through 2005 in this report are calendar years. For example, the sales reported for the year 2000 are for the period, January 1, 2000 to December 31, 2000. The Sales and Use Tax Statistics report for 2006 and beyond uses a slightly different methodology than in previous years. Rather than basing the report on the year in which sales were made (as was true in earlier reports), the 2006 report is based on when returns were processed. To best approximate the economic activity for calendar year 2010, this report includes all returns processed from February 2010 through January 2011. Returns are included in the report regardless of the date of sale.

## Per Capita Sales

Per capita (or “per person”) sales are calculated by dividing current dollar sales by the population estimate. In areas where population is subject to substantial change, this is a more satisfactory measure of sales activity than sales alone. However, it still does not reflect changes in the state economy.

## Number of Businesses

The number of sales and use tax permit holders who filed one or more tax returns for the year are reported as the number of businesses.

## Pull Factor

The pull factor was developed by Dr. Ken Stone, an economist from Iowa State University Extension Service, to provide a precise measure of sales activity in a locality. It is derived by dividing the per capita current dollar sales of a city or county by the per capita sales for the state. For example, if a city's per capita sales are \$20,000 per year and the state per capita sales are \$10,000 per year, the pull factor is 2.0 ( $\$20,000 \div \$10,000$ ). The interpretation is that the city is selling to 200 percent of the city population.

Pull factors are good measures of sales activity because they reflect changes in population, inflation, and the state economy. Pull factors are available through the University of Minnesota Extension for total taxable sales for all cities with reported sales (generally, cities with a population of 5,000 or more) since 1990. The pull factors listed in this report are not adjusted for differing income levels in different communities; they are simply the ratio of local per person sales to the state average. Income levels are accounted for in the expected sales and potential sales formulas, described below.

## Typical Pull Factor

The typical pull factor is a pull factor that represents the “norm” for cities within a population group. It is an average for cities within a population group excluding some of the outliers in the group.

## Personal Income

Personal income is defined as the income received by, or on behalf of, all the residents of the county (state) from all sources. Personal income is the estimated sum of wage and salary earnings, supplements to wages and salaries (e.g., contributions to retirement funds, health plans, life insurance policies), proprietors' income, rental income, personal dividend income, personal interest income, and personal current transfer receipts to persons (e.g. receipts of Social Security, disability, worker's compensation, Medicare/Medicaid, food stamps,

etc.) less contributions for government social insurance (e.g. Social Security, Medicare). Source is the American Community Survey. [www.census.gov/acs](http://www.census.gov/acs)

### **Index of Income**

This index provides a relative measure of income, calculated by dividing local per capita income by state per capita income. The base is 1.00. For example, an index of income of 1.20 indicates that per capita income in the area is 20 percent above the state average.

### **Expected Sales**

Expected sales are a retail performance benchmark. It is an estimate of the sales level a town would achieve if it were performing on par with Minnesota towns of a similar size. In addition to population and income variables, expected sales incorporate the typical strength of comparable communities via the typical pull factor. Expected sales are the product of city population, state per capita sales, the index of income and the typical pull factor. For example, if a city has a population of 5,000, the state per capita sales are \$9,000, the typical pull factor is 1.30, and the index of income is 1.03, expected sales are approximately \$60 million per year ( $5,000 \times \$9,000 \times 1.30 \times 1.03$ ). This provides a means of comparing what is expected for a city of a certain size to what is actually happening.

### **Potential Sales**

Potential sales are an estimate of the amount of money that is spent on retail goods and services by residents of a county. It is the product of county population, state per capita sales and the index of income. The potential sales concept for counties is similar to the expected sales calculations for cities. However, potential sales do not utilize a measure of average pulling power (like the typical pull factor that is used in the expected sales equation). Since a county is a relatively large region within which retail business takes place, counties are compared without adjustments for trade area size.

### **Variance between Actual and Expected Sales (Surplus or Leakage)**

The variance between actual and expected sales is how much retail sales differ from the “norm” (i.e., the amount above or below the standard established by the expected sales formula). When actual sales exceed expected sales, we say the city has a “surplus” of retail sales. When actual sales fall short of expected sales, we say the city has a retail sales “leakage”. The set of similarly-sized cities in Minnesota is the “peer group” to which the comparison is being made. Discrepancies between expected and actual sales occur for a variety of reasons.

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### **Trade Area Population Gain or Loss**

The trade area population gain or loss translates the percentage amount of surplus or leakage of retail sales into an estimate of the number of customers gained or lost in the trade area. It is calculated by multiplying the percent surplus or leakage by the population estimate for the city or county. For example, if a city with 10,000 residents had a retail sales surplus of 20%, the trade area population gain would be 2,000. Adding this number to the city's population gives an estimate of the population size of the city's trade area.

## **CAUTIONS**

### **Gross Sales**

Gross sales are a comprehensive measure of business activity, but readers should be aware that the numbers in this report are self-reported by holders of sales and use tax reports. Furthermore, the gross sales are not audited by the State of Minnesota. It is believed that the gross sales figures are generally reliable, but there is the possibility of distortions, especially in smaller cities where misreporting may have occurred.

### **Misclassification**

Holders of sales and use tax permits select the North American Industry Classification System (NAICS) category that best fits their business. Regardless of who makes this classification, errors are occasionally made. Also, sometimes a business will start out as one type of business, but may evolve over time to a considerably different type of business. Misclassifications can distort sales among business categories, especially in smaller cities. For example, a furniture store that is classified as a general merchandise store, will under-report the sales in the furniture store category and over-report the sales in the general merchandise category.

### **Suppressed Data**

The sales data for merchandise categories that have less than four reporting firms are not reported. This is a measure taken by most states to protect the confidentiality of sales tax permit holders. The sales for suppressed categories are placed into the miscellaneous category and are included in total sales.

### **Consolidated Reporting**

Vendors doing business at more than one location in Minnesota have the option of filing a separate return for each location or filing one consolidated return for all locations. The consolidated return shows, for each business establishment, the sales made, tax due and location by city and county. Data for the establishments of consolidated filers are combined with data for single-location filers to produce the figures in this report. Occasionally consolidated reports may not be properly deconstructed and all the sales for a company may be reported for one town or city. Whenever misreporting is discovered, contacts are made with the Minnesota Revenue Department to clarify the situation.

### **Changes between 2000 and 2003**

For fiscal year 2003, the Minnesota Department of Revenue implemented two major changes to improve their reporting of sales and use tax data. First, they adopted a geo-coding system, which accurately identifies the location of all business reporting sales and use tax to the state rather than relying on the businesses' postal addresses. One effect of this change is a movement of sales between neighboring cities (and in some cases, counties) in the year 2003. Thus, in several of the suburbs of Minneapolis and St. Paul and in cities such as Hermantown, which is adjacent to Duluth, the data show large increases in retail sales between 2000 and 2003, a substantial portion of which is due to the re-coding of business location and not to actual growth in sales.

The second change implemented by the Department of Revenue in 2003 was a shift from the Standard Industrial Classification system (SIC codes) to the North American Industry Classification System (NAICS codes). This switch does affect the comparability of the data series prior to 2000 with that of 2003 (and beyond), especially for merchandise categories. Overall retail and services sales are highly comparable over

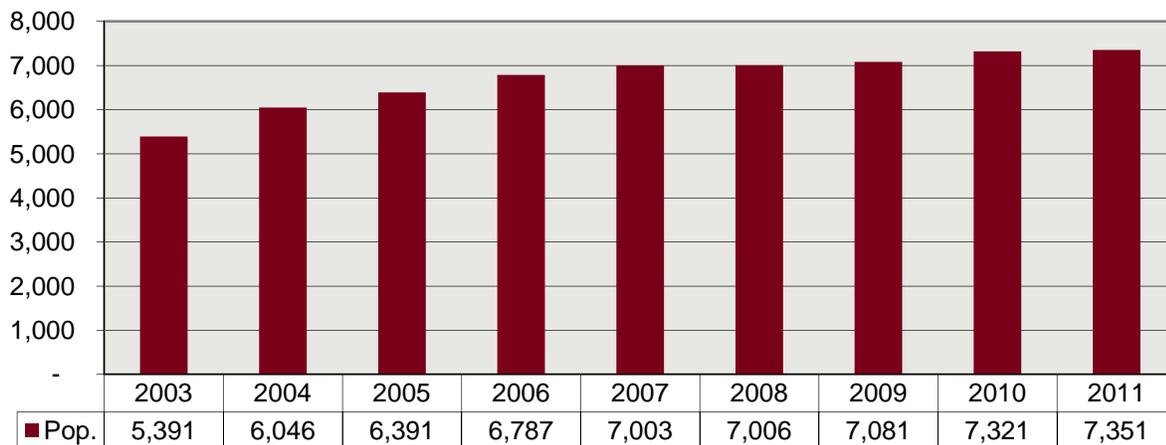
time. In many cases, the merchandise categories for the data prior to 2003 are very closely related to the new categories. For example, approximately 97% of the 2003 statewide sales in the general merchandise category were accounted for by firms also classified as general merchandise under the SIC system. In other cases, the correspondence is less straightforward. For example, only 56% of 2003 statewide sales in the Food and Beverage store category were accounted for by firms classified as Food Stores under the older classification system; 41% of 2003 Food store sales were accounted for by firms previously categorized as Miscellaneous Retail.

The NAICS system does provide greater detail and introduces some new sectors, such as Retail Electronics. Over time, these changes will improve the information available for retail trade analysis. For additional information, please see

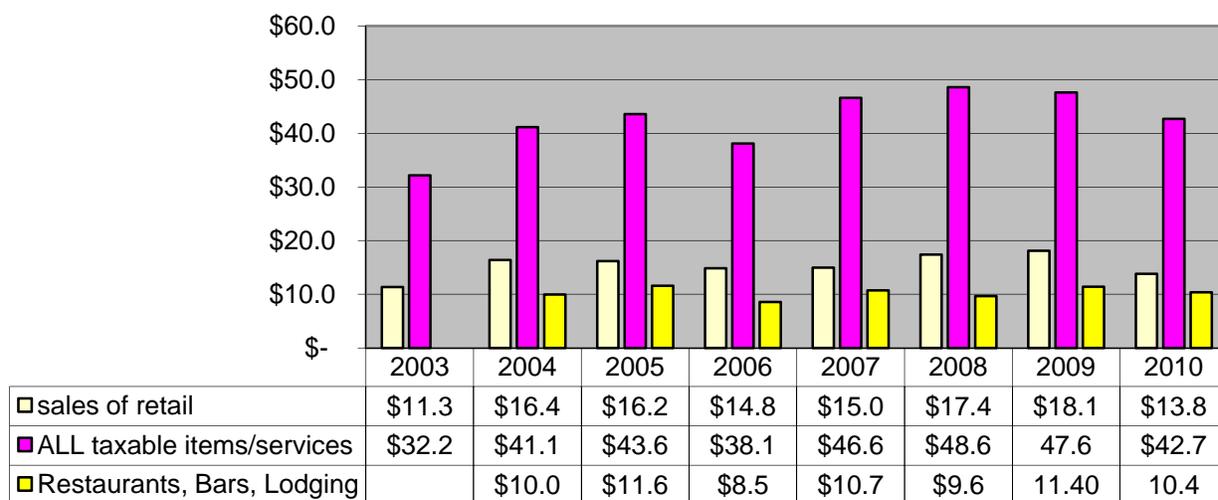
[http://taxes.state.mn.us/legal\\_policy/pages/other\\_supporting\\_content\\_salesuse\\_%202003\\_statistics\\_introduction.aspx](http://taxes.state.mn.us/legal_policy/pages/other_supporting_content_salesuse_%202003_statistics_introduction.aspx)

# Recent Trends in New Prague

## New Prague population



## Taxable Sales in New Prague (millions of dollars)

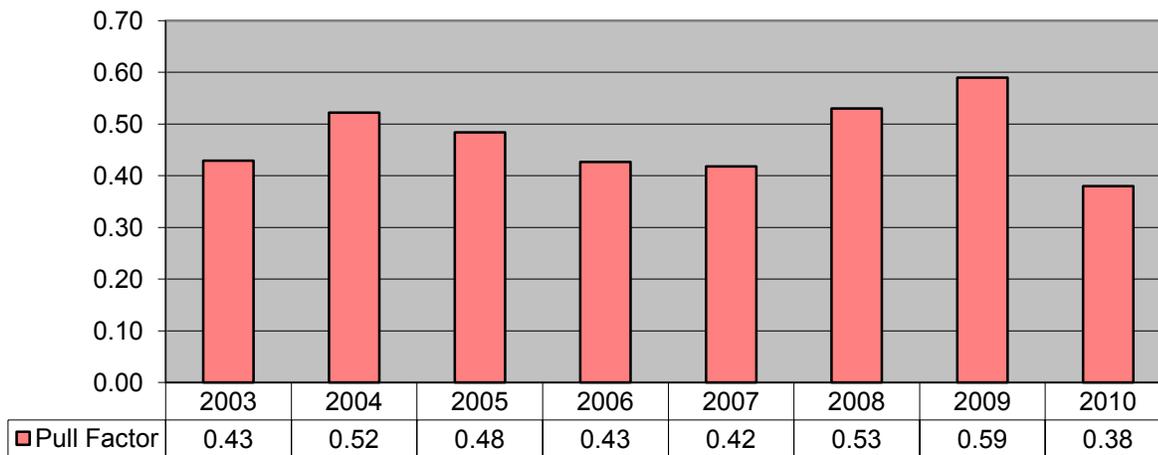


The table above indicates the trends of sales in New Prague since 2003. Retail sales are the businesses that normally carry physical items that consumers purchase, except for prepared food & drink. The *All taxable items/services* include retail, restaurants, pubs, hotels, and a long list of taxable services such as telephone service, entertainment tickets, garbage pickup, internet service, and professional fees.

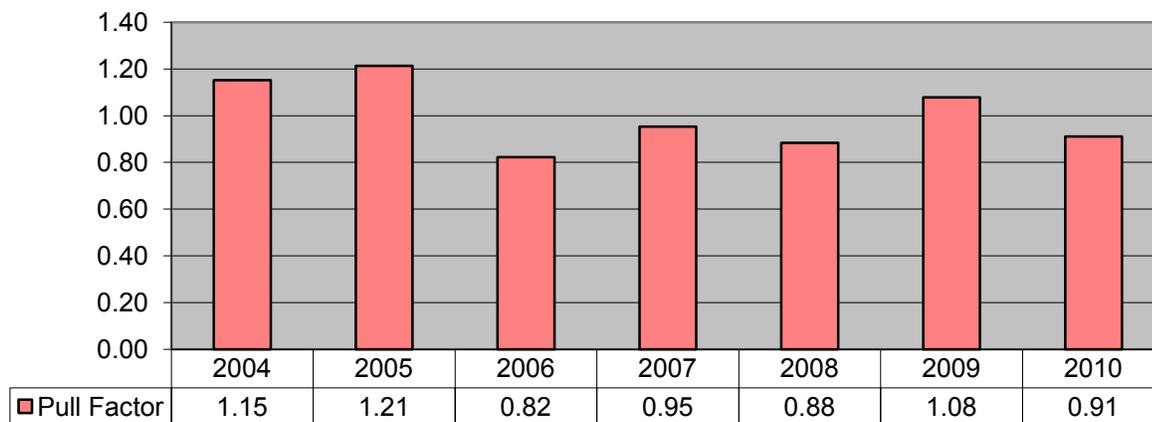
# Pull Factors in New Prague

A Pull Factor of 1.00 indicates that most retailers are selling goods at about the same rate (dollars per person) as the state as a whole. Pull Factors greater than 1.00 indicate that the community is a destination for shopping by non-residents. Pull Factors less than 1.00 indicate that residents are leaving the community to make purchases.

## New Prague Pull Factor of Retail Stores only



## New Prague Pull Factors of Restaurants, Bars & Lodging

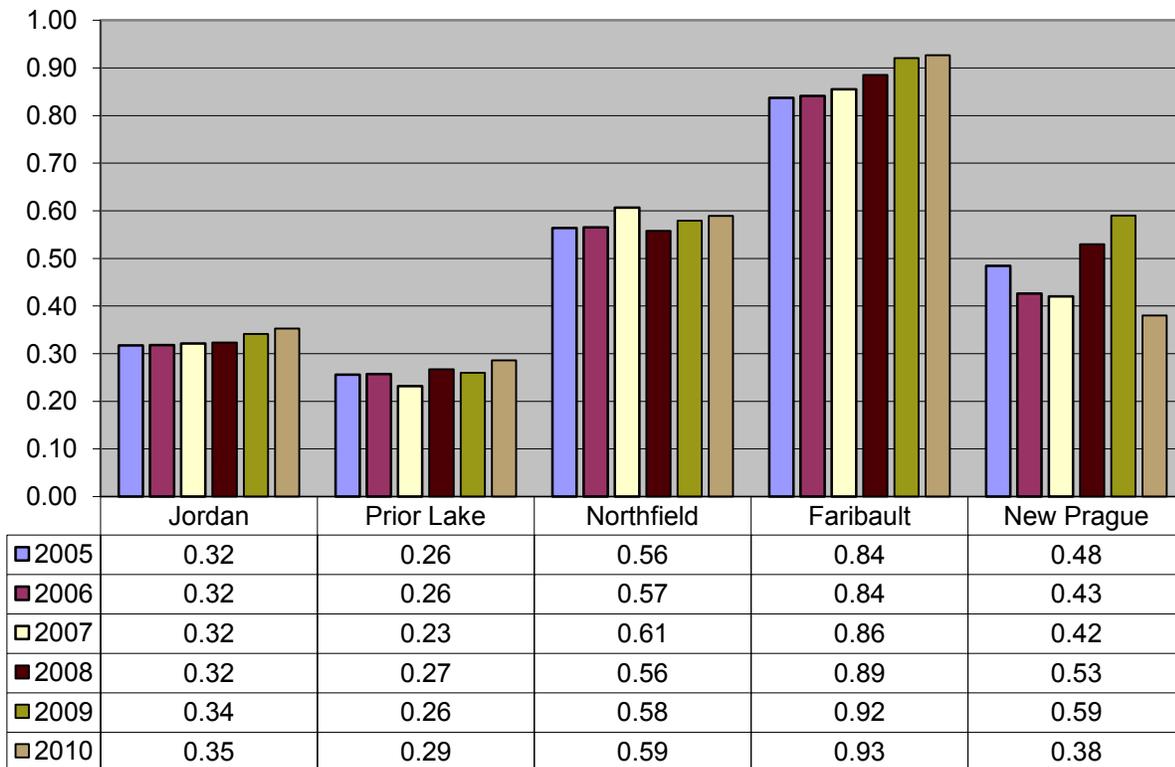


# 2010 Business Overview

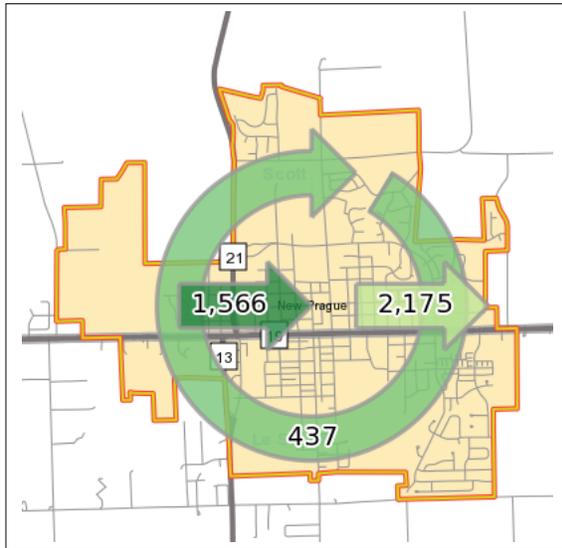
Business Types	Gross Sales	Taxable Sales	# of Businesses
Construction	\$9,988,573	\$55,071	10
Retail	\$36,665,431	\$13,828,831	69
Professional & Scientific Services	\$3,210,355	\$549,838	14
Administrative & Waste Management	\$1,443,272	\$572,977	12
Amusement, Museums, Performing Arts	\$1,456,540	\$1,124,711	11
Lodging, Restaurants, & Bars	\$10,537,634	\$10,380,568	24
Repair & Maintenance	\$4,606,762	\$1,879,767	34
All others sales tax paying businesses	\$39,648,797	\$8,233,818	33
<b>Total</b>	<b>\$116,438,966</b>	<b>\$42,701,678</b>	<b>217</b>

## Area Pull Factors

**Pull Factor 2005 to 2010  
Retail Stores Only**



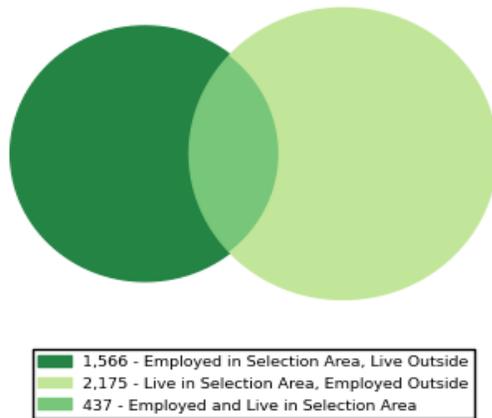
# Inflow/Outflow Report



Inflow/Outflow Job Counts in 2010

This graph helps to show how many workers travel to and travel from New Prague. This can influence the amount of sales that occur in local businesses. 1,566 workers travel to New Prague for their primary employment but 2,175 residents travel away from New Prague to work.

## Inflow/Outflow Job Counts (Primary Jobs)



1,566 - Employed in Selection Area, Live Outside  
 2,175 - Live in Selection Area, Employed Outside  
 437 - Employed and Live in Selection Area

	2010	
	Count	Share
<b>Employed in the Selection Area</b>	2,003	100.0%
<b>Employed in the Selection Area but Living Outside</b>	1,566	78.2%
<b>Employed and Living in the Selection Area</b>	437	21.8%
<b>Living in the Selection Area</b>	2,612	100.0%
<b>Living in the Selection Area but Employed Outside</b>	2,175	83.3%
<b>Living and Employed in the Selection Area</b>	437	16.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2010).

Notes:

1. Race, Ethnicity, Educational Attainment, and Sex statistics are beta release results and only available for 2009 and 2010 data.
2. Educational Attainment is only produced for workers aged 30 and over.

# Distance & Direction of Workers Coming to New Prague

		2010	
		Count	Share
<b>How far do these workers travel to get to New Prague?</b>	Total Primary Jobs	2,003	100.0%
	Less than 10 miles	1,127	56.3%
	10 to 24 miles	643	32.1%
	25 to 50 miles	156	7.8%
	Greater than 50 miles	77	3.8%
		Count	Share
<b>Workers traveling from the north</b>	Total Primary Jobs	225	100.0%
	Less than 10 miles	131	58.2%
	10 to 24 miles	56	24.9%
	25 to 50 miles	19	8.4%
	Greater than 50 miles	19	8.4%
		Count	Share
<b>Workers traveling from the northeast</b>	Total Primary Jobs	323	100.0%
	Less than 10 miles	140	43.3%
	10 to 24 miles	120	37.2%
	25 to 50 miles	54	16.7%
	Greater than 50 miles	9	2.8%
		Count	Share
<b>Workers traveling from the east</b>	Total Primary Jobs	270	100.0%
	Less than 10 miles	150	55.6%
	10 to 24 miles	107	39.6%
	25 to 50 miles	8	3.0%
	Greater than 50 miles	5	1.9%
		Count	Share
<b>Workers traveling from the southeast</b>	Total Primary Jobs	235	100.0%
	Less than 10 miles	168	71.5%
	10 to 24 miles	46	19.6%
	25 to 50 miles	7	3.0%
	Greater than 50 miles	14	6.0%

		Count	Share
<b>Workers traveling from the south</b>	Total Primary Jobs	317	100.0%
	Less than 10 miles	248	78.2%
	10 to 24 miles	48	15.1%
	25 to 50 miles	12	3.8%
	Greater than 50 miles	9	2.8%

		Count	Share
<b>Workers traveling from the southwest</b>	Total Primary Jobs	290	100.0%
	Less than 10 miles	116	40.0%
	10 to 24 miles	144	49.7%
	25 to 50 miles	24	8.3%
	Greater than 50 miles	6	2.1%

		Count	Share
<b>Workers traveling from the west</b>	Total Primary Jobs	210	100.0%
	Less than 10 miles	105	50.0%
	10 to 24 miles	77	36.7%
	25 to 50 miles	23	11.0%
	Greater than 50 miles	5	2.4%

		Count	Share
<b>Workers traveling from the northwest</b>	Total Primary Jobs	133	100.0%
	Less than 10 miles	69	51.9%
	10 to 24 miles	45	33.8%
	25 to 50 miles	9	6.8%
	Greater than 50 miles	10	7.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2010).

# Scott County Retail Trade Overview

## Total Taxable and Gross Retail Sales

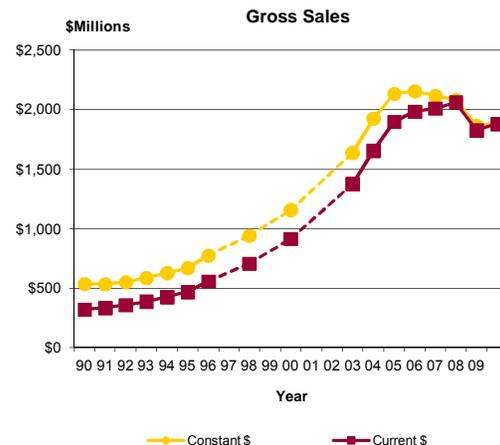
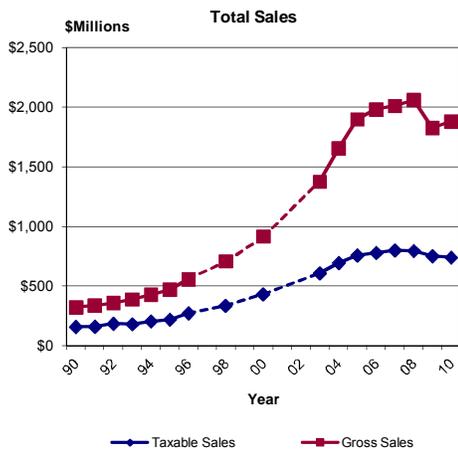
The table below presents gross and taxable retail and services sales for Scott County from 1990 through 2010. Taxable sales in Scott County increased 22.1 percent from 2003 to 2010, while the number of firms rose 21.4 percent. Statewide, taxable sales increased 6.1 percent over the same time period and 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 Scott County totaled \$157.69 million, an amount worth \$262.81 million in 2010 dollars. In constant dollars, gross sales grew 15 percent between 2003 and 2010. Constant dollar taxable sales increased 2.5 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	57,846	\$322.35	\$157.69	\$537.25	\$262.81	1,191	\$2,726	0.62
1991	60,131	\$337.05	\$160.36	\$534.99	\$254.53	1,178	\$2,667	0.61
1992	62,184	\$358.70	\$183.72	\$551.85	\$282.65	1,237	\$2,954	0.61
1993	64,849	\$387.80	\$180.11	\$587.58	\$272.90	1,255	\$2,777	0.55
1994	67,609	\$427.86	\$204.52	\$629.21	\$300.76	1,256	\$3,025	0.55
1995	70,037	\$469.98	\$219.53	\$671.40	\$313.62	1,286	\$3,135	0.55
1996	72,705	\$558.26	\$273.10	\$775.36	\$379.30	1,427	\$3,756	0.56
1997	76,332	NA	NA	NA	NA	NA	NA	NA
1998	79,114	\$705.52	\$333.41	\$940.70	\$444.55	1,479	\$4,214	0.61
1999	82,994	NA	NA	NA	NA	NA	NA	NA
2000	89,498	\$913.81	\$429.91	\$1,156.73	\$544.19	1,549	\$4,804	0.63
2001	97,465	NA	NA	NA	NA	NA	NA	NA
2002	103,681	NA	NA	NA	NA	NA	NA	NA
2003	108,578	\$1,374.63	\$605.34	\$1,636.47	\$720.64	2,036	\$5,575	0.62
2004	114,794	\$1,656.50	\$694.97	\$1,926.17	\$808.11	2,124	\$6,054	0.65
2005	119,825	\$1,899.17	\$757.99	\$2,133.89	\$851.68	2,286	\$6,326	0.66
2006	124,092	\$1,983.19	\$779.31	\$2,155.64	\$847.07	2,270	\$6,280	0.65
2007	126,642	\$2,011.14	\$799.97	\$2,116.99	\$842.07	2,389	\$6,317	0.65
2008	128,937	\$2,061.30	\$796.12	\$2,082.13	\$804.17	2,428	\$6,175	0.65
2009	131,939	\$1,826.82	\$750.52	\$1,864.10	\$765.84	2,502	\$5,688	0.64
2010	130,487	\$1,881.40	\$738.96	\$1,881.40	\$738.96	2,472	\$5,663	0.63
7 yr Change '03 to '10	20.2%	36.9%	22.1%	15.0%	2.5%	21.4%	1.6%	0.5%
3 yr Change '07 to '10	3.0%	-6.5%	-7.6%	-11.1%	-12.2%	3.5%	-10.3%	-3.4%

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

## Scott County: Total Retail Sales

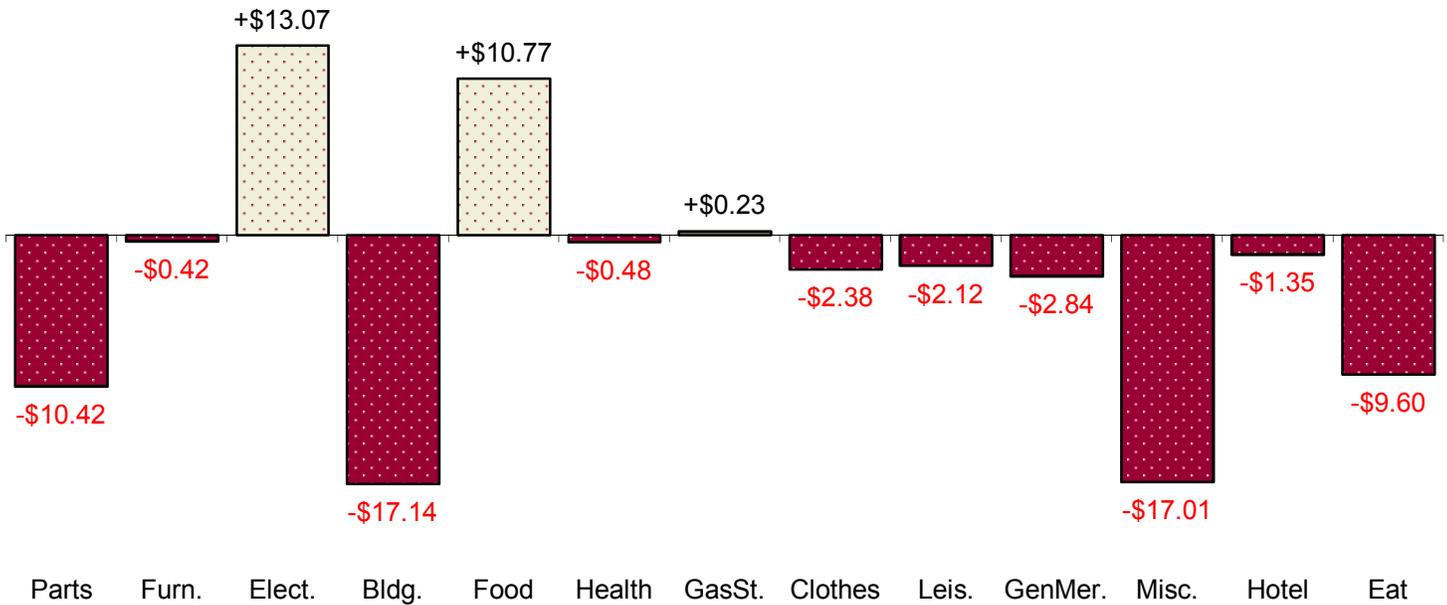


## Scott County Components of Change, 2007 to 2010

Category	Taxable Sales 2007	Taxable Sales 2010	Dollar Change	Percent Change
Vehicles & Parts	\$50,070,104	\$39,646,889	-\$10,423,215	-20.82%
Furniture Stores	\$20,188,693	\$19,769,901	-\$418,792	-2.07%
Electronics	\$6,955,697	\$20,027,289	+\$13,071,592	+187.93%
Building Materials	\$81,151,282	\$64,010,239	-\$17,141,043	-21.12%
Food, Groceries	\$51,643,261	\$62,416,562	+\$10,773,301	+20.86%
Health, Personal Stores	\$9,851,513	\$9,366,668	-\$484,845	-4.92%
Gasoline Stations	\$22,782,734	\$23,015,404	+\$232,670	+1.02%
Apparel	\$8,238,727	\$5,861,805	-\$2,376,922	-28.85%
Leisure Goods	\$10,696,823	\$8,573,000	-\$2,123,823	-19.85%
General Merchandise Stores	\$127,524,267	\$124,686,747	-\$2,837,520	-2.23%
Miscellaneous Retail	\$34,442,177	\$17,427,387	-\$17,014,790	-49.40%
Accommodations	\$24,050,514	\$22,705,360	-\$1,345,154	-5.59%
Eating & Drinking Places	\$132,347,469	\$122,749,187	-\$9,598,282	-7.25%
<b>Total Retail and Services Sales</b>	<b>\$799,970,316</b>	<b>\$738,959,862</b>	<b>-\$61,010,454</b>	<b>-7.63%</b>

Figures not adjusted for inflation.

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



# Pull Factors By Merchandise Category Scott County

The following tables and charts depict pull factors in Scott 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.

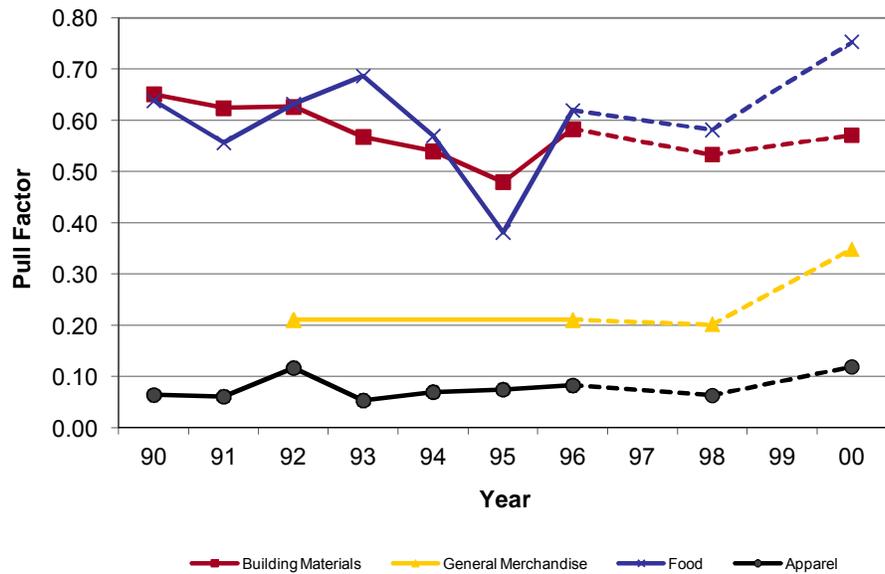
**General Merchandise:** Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise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

\*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 (1 of 3)**



**Pull Factors by Merchandise Category  
Scott County, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	0.65	NA	0.64	0.06
1991	0.62	NA	0.56	0.06
1992	0.63	0.21	0.63	0.12
1993	0.57	NA	0.69	0.05
1994	0.54	NA	0.57	0.07
1995	0.48	NA	0.38	0.07
1996	0.58	0.21	0.62	0.08
1997	NA	NA	NA	NA
1998	0.53	0.20	0.58	0.06
1999	NA	NA	NA	NA
2000	0.57	0.35	0.75	0.12
% Change, '90 to '00	-12.34%	NA	18.07%	84.87%
% Change, '98 to '00	7.07%	73.35%	29.62%	89.01%

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 Scott County

The following tables and charts depict pull factors in Scott 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.

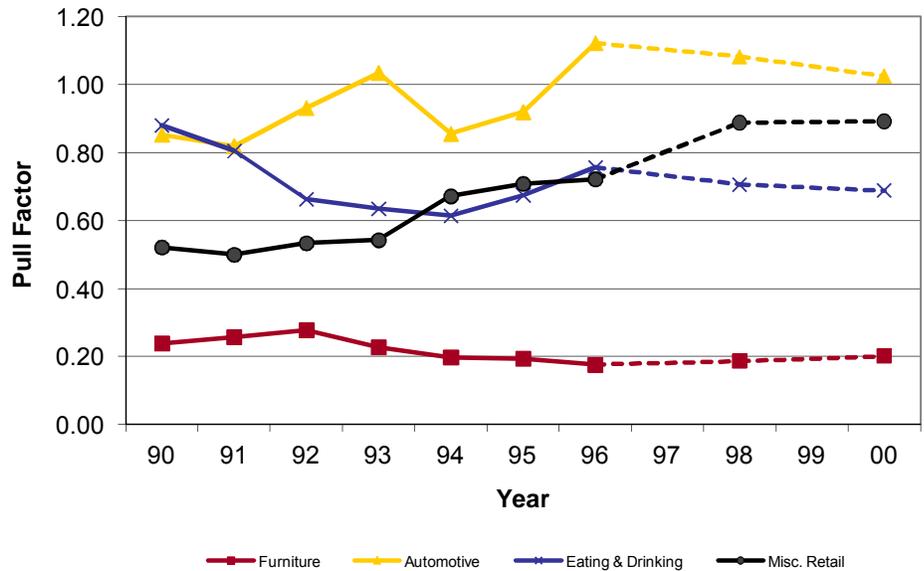
**Automotive:** Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

**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  
Scott County, 1990-2000**

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.24	0.85	0.88	0.52
1991	0.26	0.82	0.80	0.50
1992	0.28	0.93	0.66	0.53
1993	0.23	1.03	0.64	0.54
1994	0.20	0.86	0.61	0.67
1995	0.19	0.92	0.68	0.71
1996	0.18	1.12	0.76	0.72
1997	NA	NA	NA	NA
1998	0.19	1.08	0.71	0.89
1999	NA	NA	NA	NA
2000	0.20	1.03	0.69	0.89

% Change, '90 to '00      -15.59%      20.20%      -21.87%      71.12%

% Change, '98 to '00      7.82%      -5.25%      -2.52%      0.46%

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 Scott County

The following tables and charts depict pull factors in Scott 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.

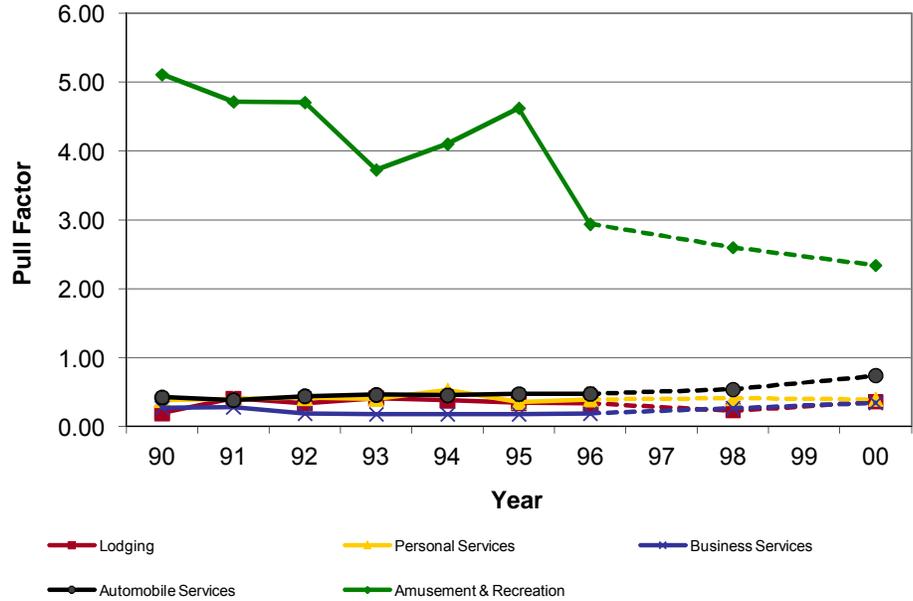
**Business Services:** Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

**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  
Scott County, 1990-2000**

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.20	0.38	0.27	0.42	5.11
1991	0.41	0.40	0.28	0.38	4.72
1992	0.34	0.42	0.19	0.44	4.71
1993	0.41	0.40	0.18	0.46	3.72
1994	0.38	0.53	0.18	0.45	4.10
1995	0.34	0.36	0.18	0.47	4.62
1996	0.33	0.39	0.19	0.47	2.94
1997	NA	NA	NA	NA	NA
1998	0.23	0.41	0.26	0.54	2.60
1999	NA	NA	NA	NA	NA
2000	0.36	0.39	0.34	0.74	2.34
% Change, '90 to '00	82.15%	2.82%	27.22%	73.66%	-54.20%
% Change, '98 to '00	57.10%	-2.62%	30.57%	37.04%	-9.86%

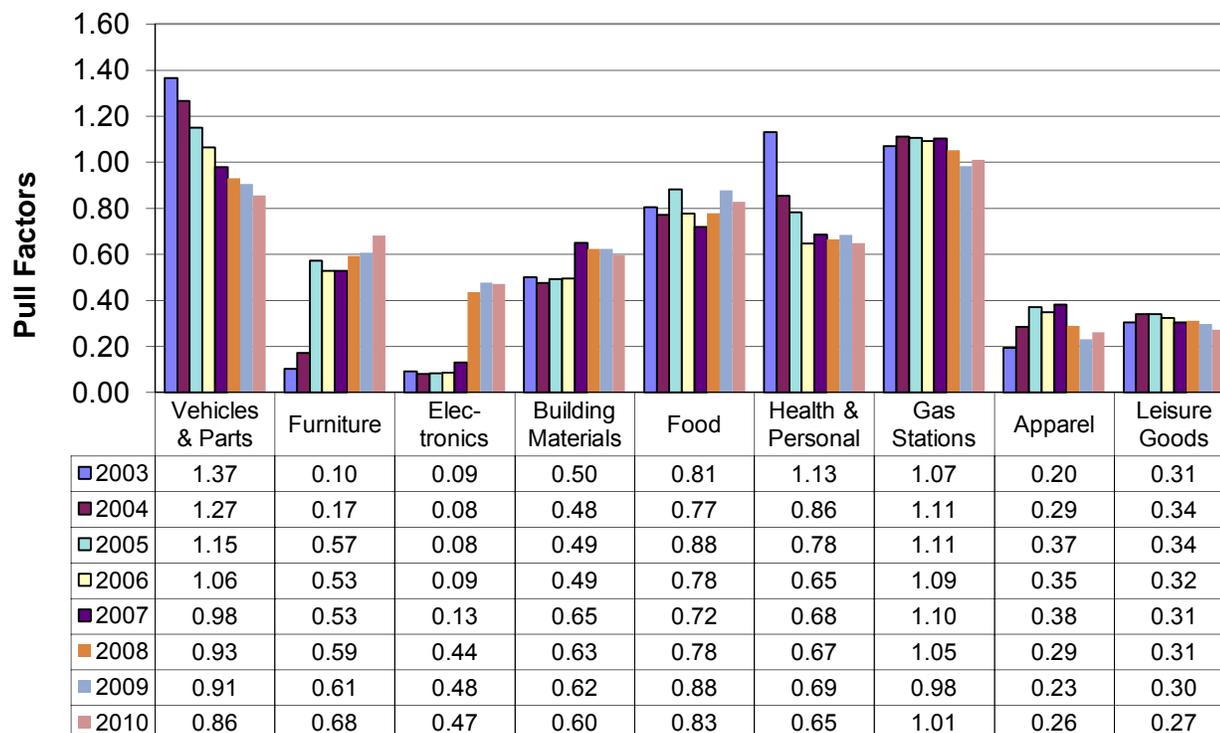
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide,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

# Pull Factors By Merchandise Category

## Scott County

The following tables and charts depict pull factors in Scott 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.

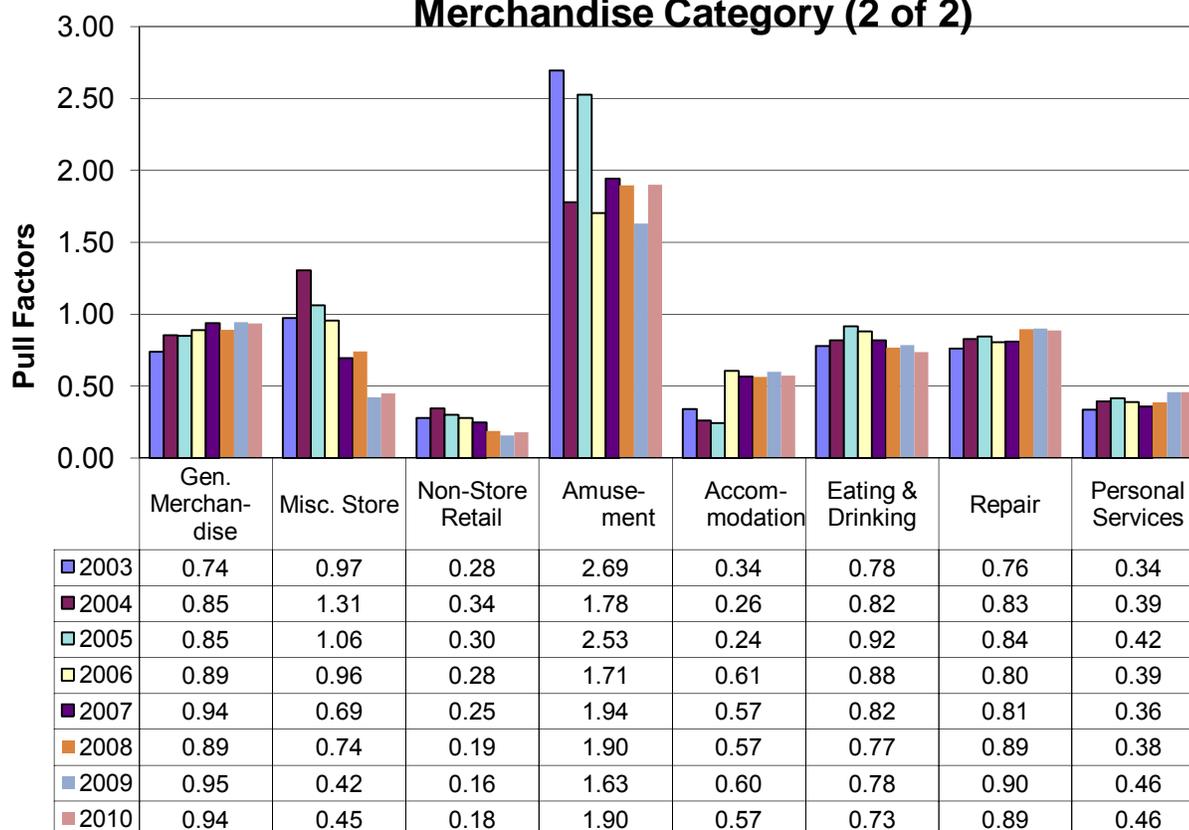
\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Recent Trends By Merchandise Category

## Scott County

The following tables and charts depict pull factors in Scott 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.

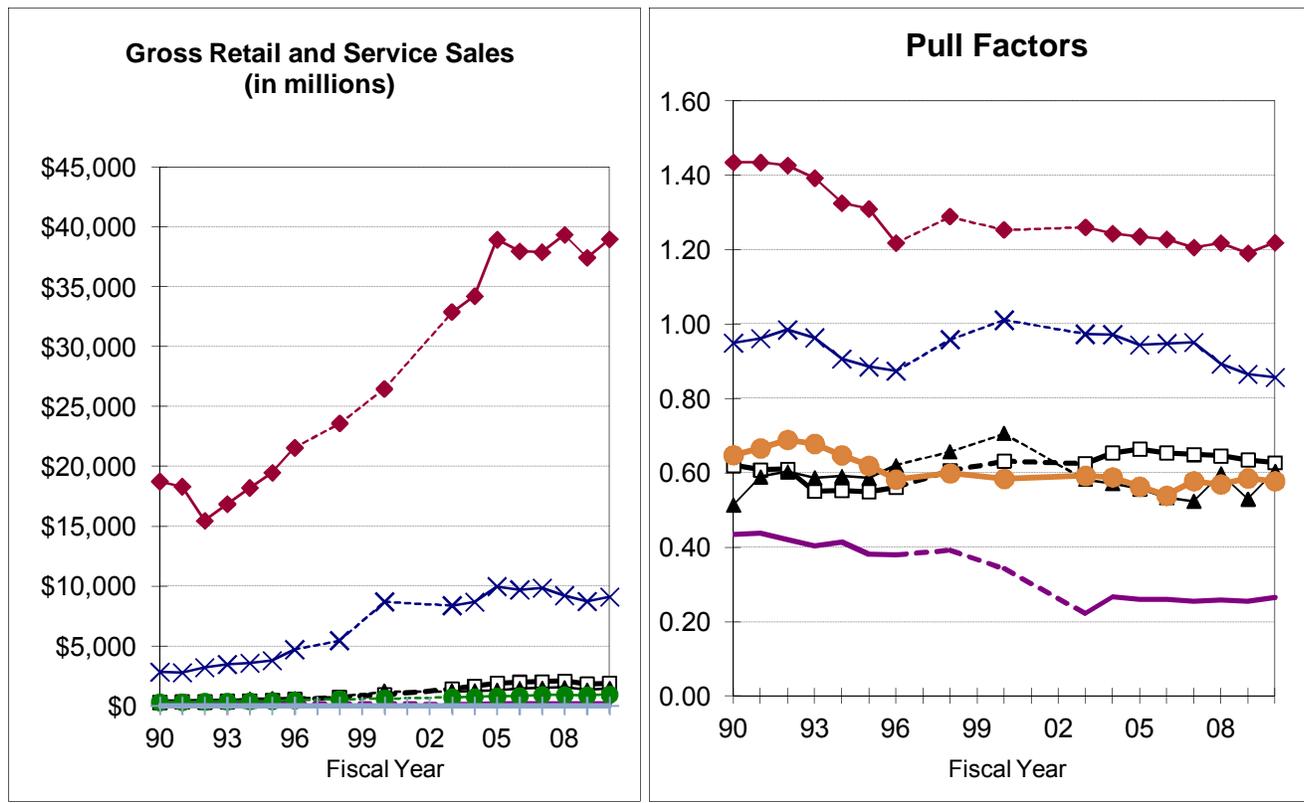
**Eating & Drinking:** Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs.

**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 Scott County



- Scott County
- ▲ Carver County
- ✕ Dakota County
- ◆ Hennepin County
- Le Sueur County
- Rice 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)
Scott County	130,487	\$1,881.40	\$738.96	2,472	\$5,663	0.63
Carver County	91,361	\$1,450.35	\$498.40	1,754	\$5,455	0.60
Dakota County	399,100	\$9,110.74	\$3,084.19	7,340	\$7,728	0.86
Hennepin County	1,154,623	\$38,990.10	\$12,696.99	27,505	\$10,997	1.22
Le Sueur County	27,699	\$162.63	\$66.39	571	\$2,397	0.27
Rice County	64,228	\$949.55	\$334.95	1,261	\$5,215	0.58

# Trade Area Analysis of Retail Sales

## Scott 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	\$44.46	\$39.65	-\$4.82	-10.8%	-14,132	77	5.4%
Furniture Stores	\$27.85	\$19.77	-\$8.08	-29.0%	-37,863	33	2.7%
Electronics	\$40.68	\$20.03	-\$20.65	-50.8%	-66,249	28	2.7%
Building Materials	\$103.04	\$64.01	-\$39.03	-37.9%	-49,424	42	8.7%
Food, Groceries	\$72.37	\$62.42	-\$9.95	-13.8%	-17,947	59	8.4%
Health, Personal Stores	\$13.86	\$9.37	-\$4.50	-32.4%	-42,327	28	1.3%
Gasoline Stations	\$21.89	\$23.02	+\$1.12	+5.1%	6,684	44	3.1%
Apparel	\$21.38	\$5.86	-\$15.52	-72.6%	-94,719	45	0.8%
Leisure Goods	\$30.27	\$8.57	-\$21.70	-71.7%	-93,536	55	1.2%
General Merchandise Stores	\$127.95	\$124.69	-\$3.27	-2.6%	-3,330	11	16.9%
Miscellaneous Retail	\$37.20	\$17.43	-\$19.77	-53.1%	-69,351	267	2.4%
Amusement & Recreation	\$34.33	\$67.98	+\$33.65	+98.0%	127,903	54	9.2%
Accommodations	\$38.16	\$22.71	-\$15.46	-40.5%	-52,850	24	3.1%
Eating & Drinking Places	\$160.57	\$122.75	-\$37.82	-23.6%	-30,737	210	16.6%
Repair, Maintenance	\$26.16	\$24.18	-\$1.98	-7.6%	-9,893	199	3.3%
Personal Services, Laundry	\$18.00	\$8.55	-\$9.45	-52.5%	-68,522	166	1.2%
<b>Total Taxable Retail &amp; Service</b>	<b>\$1,130.91</b>	<b>\$738.96</b>	<b>-\$391.96</b>	<b>-34.7%</b>	<b>-45,224</b>	<b>2,472</b>	<b>100.0%</b>

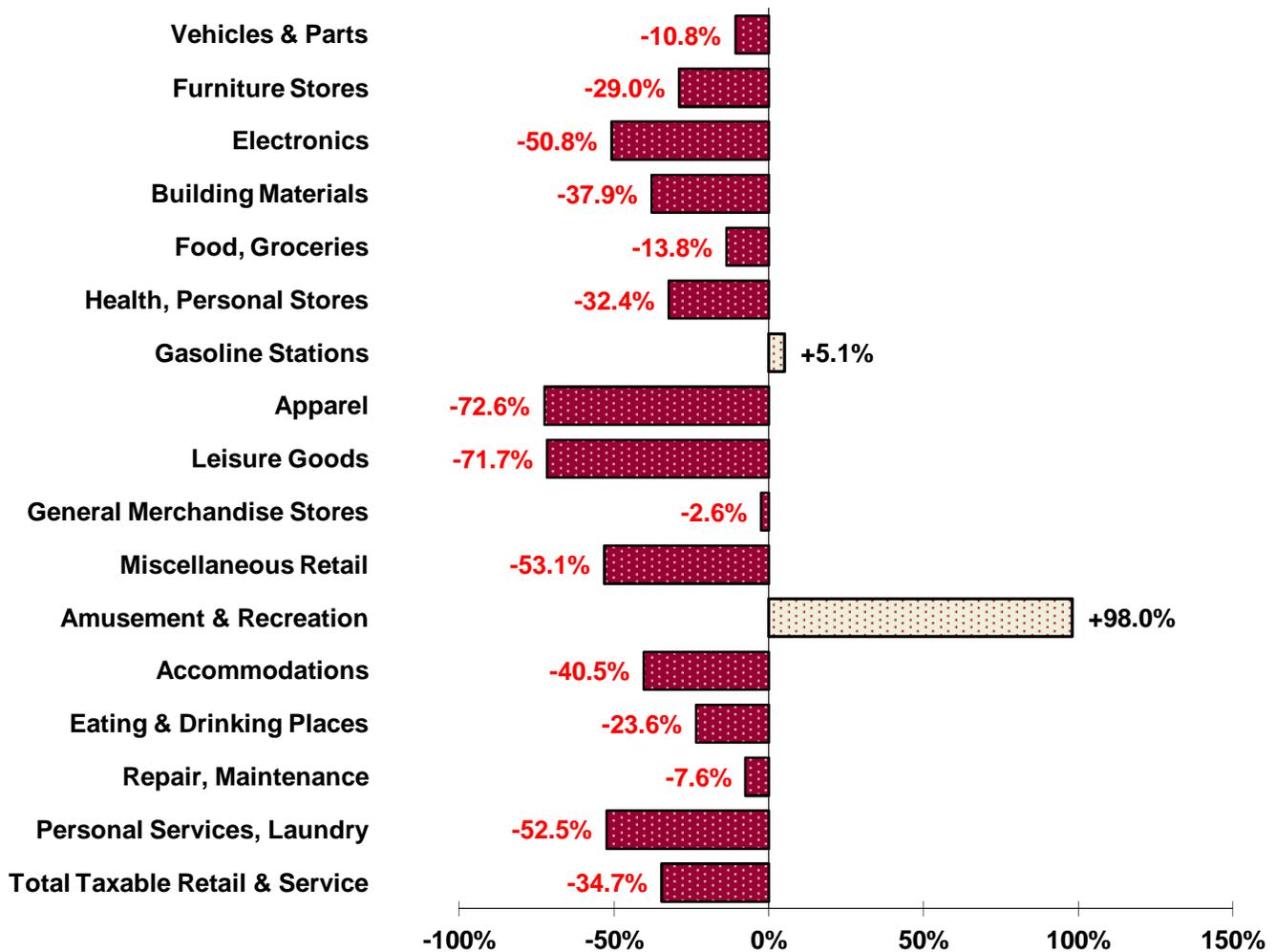
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Summary of Scott County Retail Trade

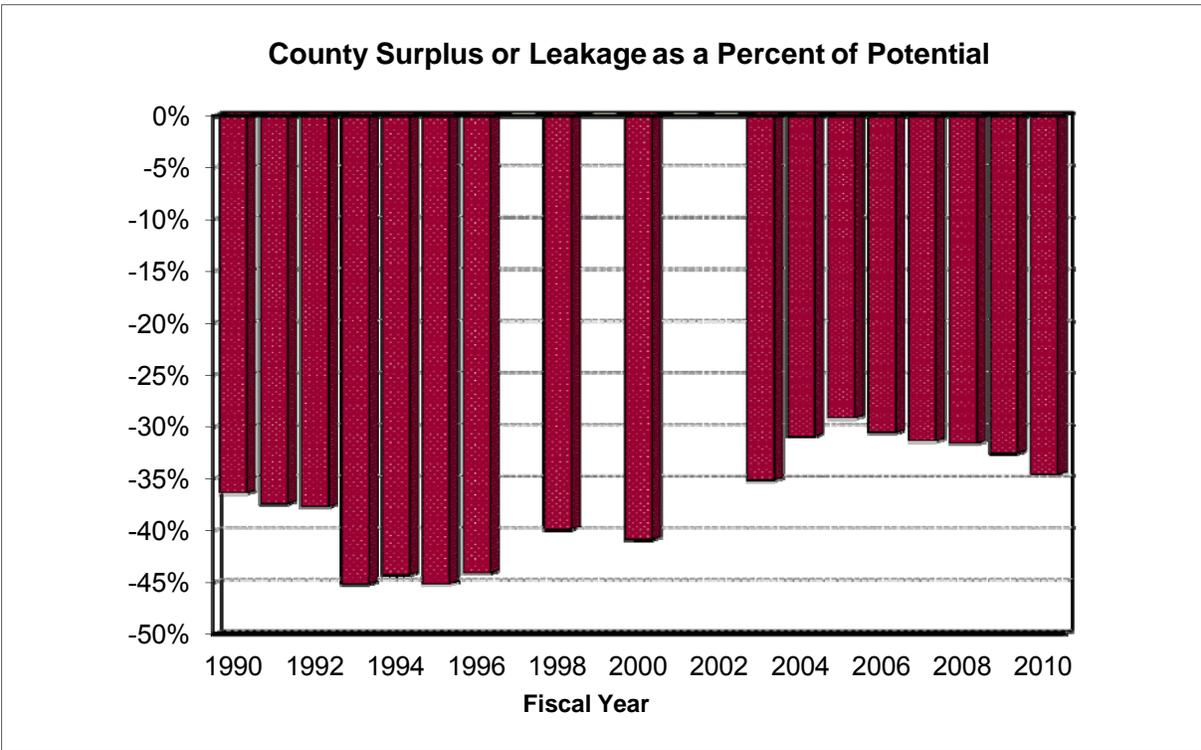
The chart below depicts the percentage amount Scott County's actual sales were above or below potential sales in 2010 by merchandise group. Of the 16 merchandise categories with reported data, sales in 2 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Amusement & Recreation category, which has a 98 percent surplus. Overall, Scott County had a retail sales leakage of 34.7 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**



# Scott 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	57,846	0.98	\$248.1	\$157.7	-\$90.4	-36.4%	-21,078
1991	60,131	0.97	\$256.4	\$160.4	-\$96.1	-37.5%	-22,530
1992	62,184	0.98	\$295.1	\$183.7	-\$111.4	-37.7%	-23,474
1993	64,849	1.01	\$328.9	\$180.1	-\$148.8	-45.2%	-29,336
1994	67,609	0.99	\$367.4	\$204.5	-\$162.9	-44.3%	-29,977
1995	70,037	1.00	\$400.7	\$219.5	-\$181.1	-45.2%	-31,662
1996	72,705	1.00	\$489.0	\$273.1	-\$215.9	-44.2%	-32,103
1997	76,332	1.01	NA	NA	NA	NA	NA
1998	79,114	1.01	\$555.0	\$333.4	-\$221.6	-39.9%	-31,584
1999	82,994	1.03	NA	NA	NA	NA	NA
2000	89,498	1.07	\$727.5	\$429.9	-\$297.6	-40.9%	-36,607
2001	97,465	1.02	NA	NA	NA	NA	NA
2002	103,681	0.98	NA	NA	NA	NA	NA
2003	108,578	0.96	\$934.3	\$605.3	-\$328.9	-35.2%	-38,229
2004	114,794	0.95	\$1,006.2	\$695.0	-\$311.3	-30.9%	-35,510
2005	119,825	0.94	\$1,070.6	\$758.0	-\$312.6	-29.2%	-34,984
2006	124,092	0.94	\$1,122.7	\$779.3	-\$343.4	-30.6%	-37,958
2007	126,642	0.95	\$1,166.2	\$800.0	-\$366.2	-31.4%	-39,770
2008	128,937	0.95	\$1,164.7	\$796.1	-\$368.6	-31.6%	-40,804
2009	131,939	0.94	\$1,113.4	\$750.5	-\$362.9	-32.6%	-43,004
2010	130,487	0.96	\$1,130.9	\$739.0	-\$392.0	-34.7%	-45,224

# 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.

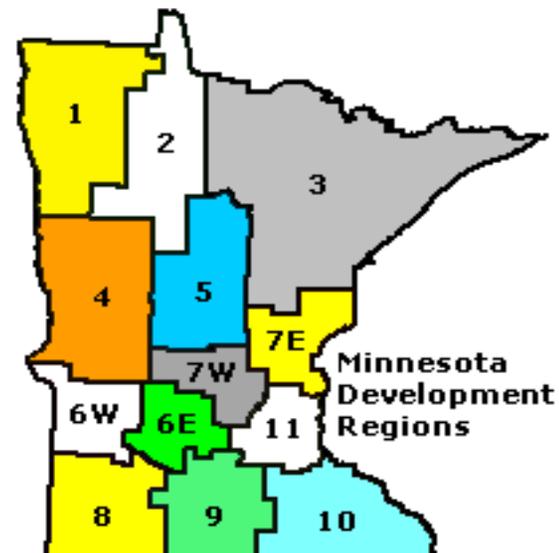
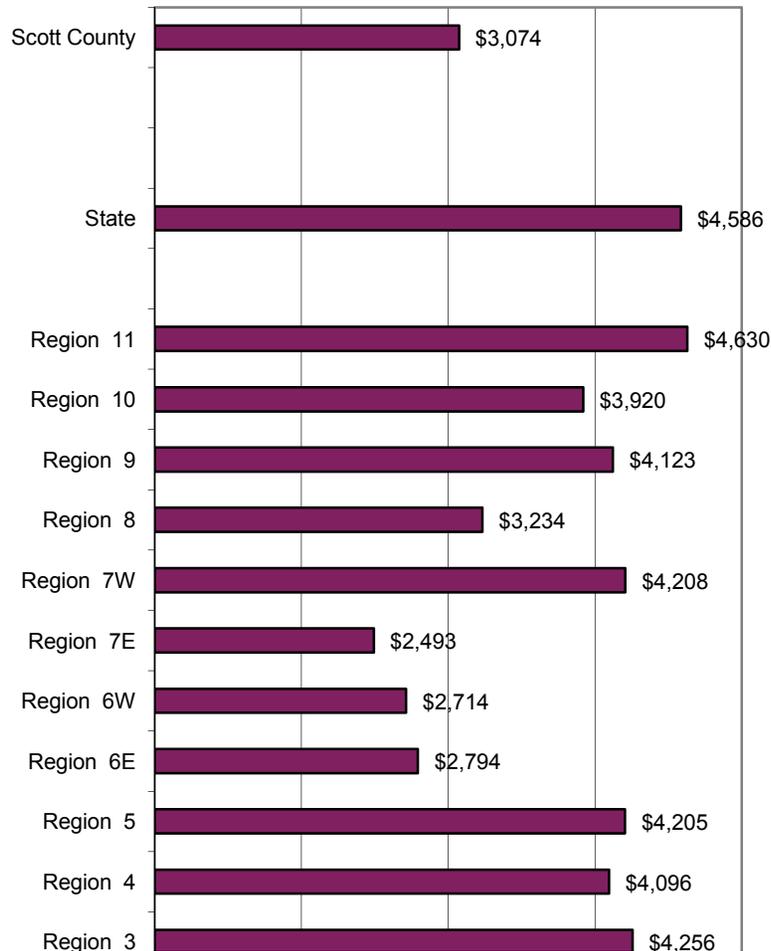
<i>Business Activity / Store Type</i>	<i>People Per Business</i>		<i>Sales Per Capita</i>		
	State	Non-Metro	State	Non-Metro	
<b>RETAIL TRADE</b>					
441 Vehicles, Parts	1,791	1,404	\$354.67	\$343.35	
442 Furniture Stores	2,359	2,719	\$222.17	\$155.34	
443 Electronics	2,949	3,879	\$324.51	\$138.07	
444 Building Materials	2,146	1,636	\$821.91	\$864.05	
445 Food and Beverage Stores	1,478	1,324	\$577.29	\$489.86	
446 Health, Personal Stores	3,050	3,585	\$110.59	\$62.66	
447 Gasoline Stations	2,357	1,857	\$174.64	\$205.85	
448 Clothing & Accessory Stores	1,361	1,759	\$170.58	\$81.05	
451 Leisure Goods	1,211	1,164	\$241.49	\$159.78	
452 General Merchandise	4,650	3,704	\$1,020.65	\$1,050.20	
453 Miscellaneous Merchandise	364	347	\$296.71	\$225.82	
454 Non-store Retail	772	880	\$270.53	\$74.26	
Retail Total			\$4,585.73	\$3,850.29	
<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	\$668.54
<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

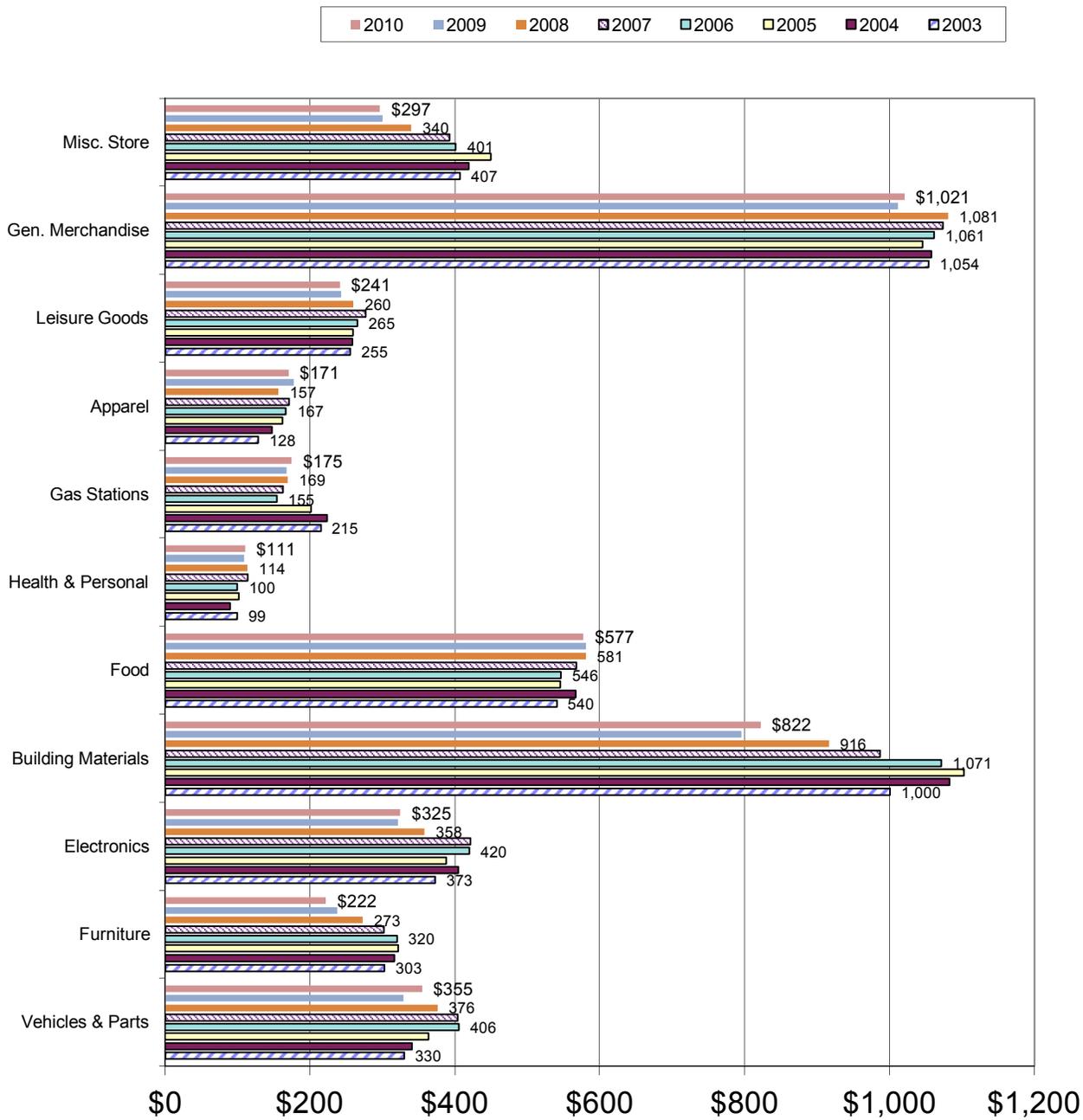
## Scott County

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



# Le Sueur County Retail Trade Overview

## Total Taxable and Gross Retail Sales

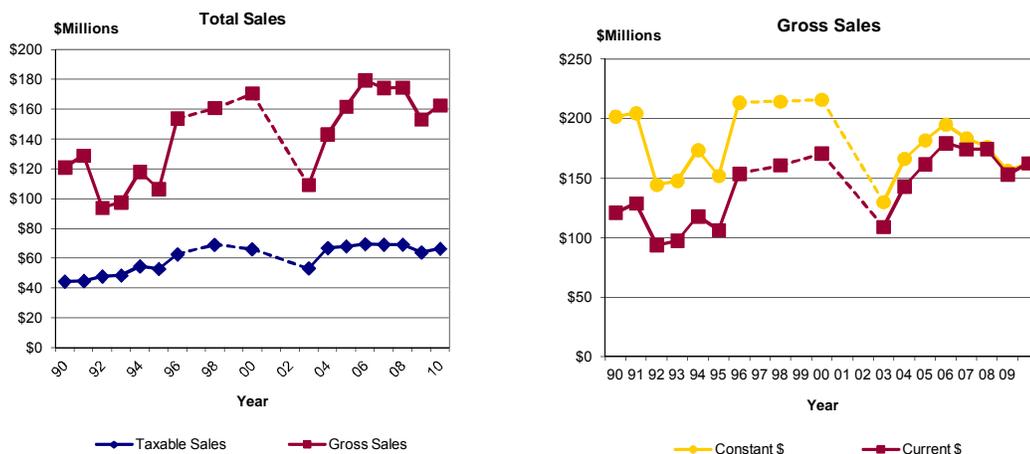
The table below presents gross and taxable retail and services sales for Le Sueur County from 1990 through 2010. Taxable sales in Le Sueur County increased 25.1 percent from 2003 to 2010, while the number of firms rose 34.4 percent. Statewide, taxable sales increased 6.1 percent over the same time period 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 Le Sueur County totaled \$44.47 million, an amount worth \$74.11 million in 2010 dollars. In constant dollars, gross sales grew 25.3 percent between 2003 and 2010. Constant dollar taxable sales increased 5.1 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	23,239	\$121.09	\$44.47	\$201.82	\$74.11	573	\$1,914	0.44
1991	23,371	\$128.91	\$44.88	\$204.61	\$71.24	567	\$1,920	0.44
1992	23,569	\$93.92	\$47.94	\$144.50	\$73.75	579	\$2,034	0.42
1993	23,861	\$97.63	\$48.46	\$147.92	\$73.43	576	\$2,031	0.40
1994	24,131	\$118.07	\$54.66	\$173.63	\$80.38	559	\$2,265	0.41
1995	24,408	\$106.43	\$53.00	\$152.04	\$75.71	547	\$2,171	0.38
1996	24,657	\$153.85	\$62.60	\$213.68	\$86.94	576	\$2,539	0.38
1997	25,036	NA	NA	NA	NA	NA	NA	NA
1998	25,319	\$160.72	\$69.13	\$214.30	\$92.17	574	\$2,730	0.39
1999	25,464	NA	NA	NA	NA	NA	NA	NA
2000	25,426	\$170.54	\$65.99	\$215.87	\$83.53	530	\$2,595	0.34
2001	25,753	NA	NA	NA	NA	NA	NA	NA
2002	26,005	NA	NA	NA	NA	NA	NA	NA
2003	26,763	\$109.04	\$53.08	\$129.81	\$63.19	425	\$1,983	0.22
2004	27,166	\$143.13	\$66.88	\$166.43	\$77.77	507	\$2,462	0.27
2005	27,490	\$161.89	\$68.05	\$181.90	\$76.46	544	\$2,475	0.26
2006	27,895	\$179.49	\$69.44	\$195.10	\$75.48	551	\$2,489	0.26
2007	28,034	\$174.41	\$69.24	\$183.59	\$72.89	563	\$2,470	0.25
2008	28,042	\$174.60	\$69.31	\$176.36	\$70.01	577	\$2,472	0.26
2009	28,059	\$153.23	\$63.96	\$156.36	\$65.26	566	\$2,279	0.25
2010	27,699	\$162.63	\$66.39	\$162.63	\$66.39	571	\$2,397	0.27
7 yr Change '03 to '10	3.5%	49.1%	25.1%	25.3%	5.1%	34.4%	20.9%	19.5%
3 yr Change '07 to '10	-1.2%	-6.8%	-4.1%	-11.4%	-8.9%	1.4%	-3.0%	4.6%

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

## Le Sueur County: Total Retail Sales

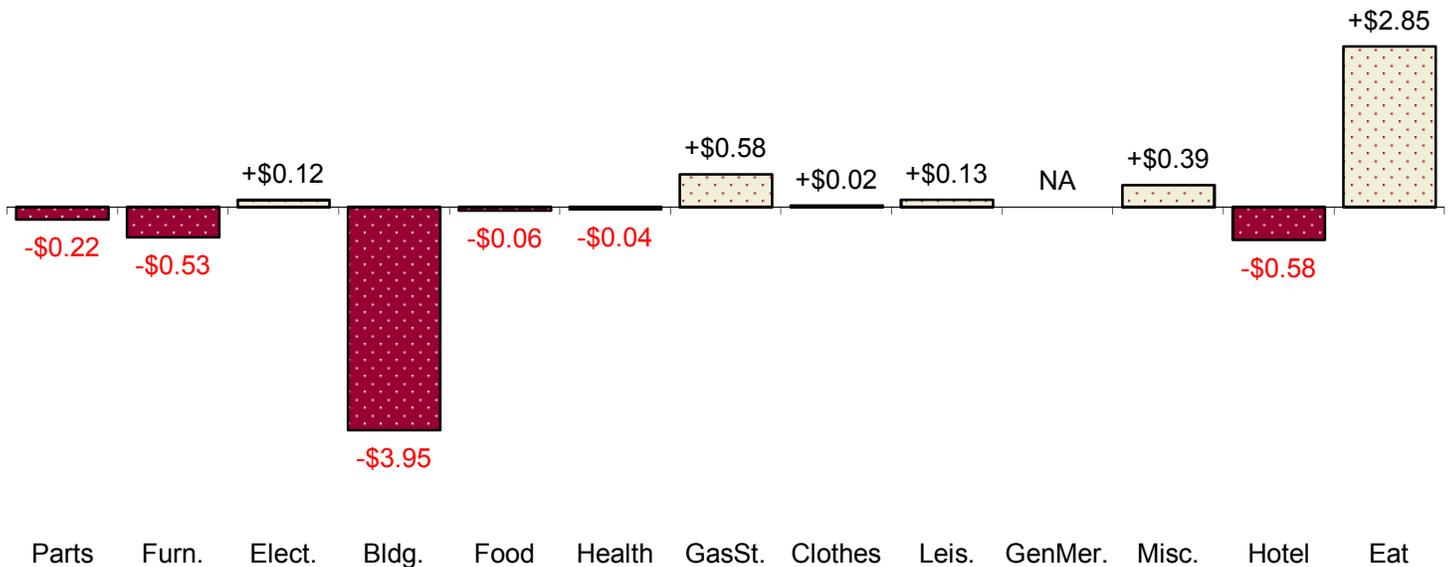


## Le Sueur County Components of Change, 2007 to 2010

Category	Taxable Sales 2007	Taxable Sales 2010	Dollar Change	Percent Change
Vehicles & Parts	\$4,597,458	\$4,380,787	-\$216,671	-4.71%
Furniture Stores	\$1,328,833	\$795,096	-\$533,737	-40.17%
Electronics	\$714,471	\$839,280	+\$124,809	+17.47%
Building Materials	\$10,107,291	\$6,153,718	-\$3,953,573	-39.12%
Food, Groceries	\$6,627,678	\$6,568,401	-\$59,277	-0.89%
Health, Personal Stores	\$1,515,848	\$1,479,021	-\$36,827	-2.43%
Gasoline Stations	\$5,530,335	\$6,113,339	+\$583,004	+10.54%
Apparel	\$7,724	\$31,140	+\$23,416	+303.16%
Leisure Goods	\$197,445	\$323,979	+\$126,534	+64.09%
General Merchandise Stores	NA	NA	NA	NA
Miscellaneous Retail	\$4,097,141	\$4,482,495	+\$385,354	+9.41%
Accommodations	\$2,102,615	\$1,520,814	-\$581,801	-27.67%
Eating & Drinking Places	\$12,413,824	\$15,262,017	+\$2,848,193	+22.94%
<b>Total Retail and Services Sales</b>	<b>\$69,241,301</b>	<b>\$66,394,905</b>	<b>-\$2,846,396</b>	<b>-4.11%</b>

Figures not adjusted for inflation.

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



# Pull Factors By Merchandise Category Le Sueur County

The following tables and charts depict pull factors in Le Sueur 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.

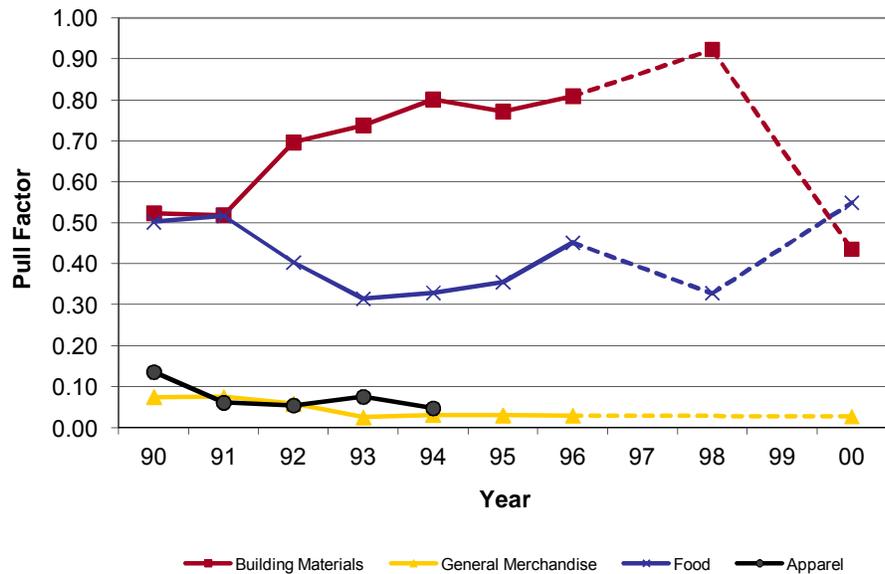
**General Merchandise:** Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise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

\*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 (1 of 3)**



**Pull Factors by Merchandise Category  
Le Sueur County, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	0.52	0.07	0.50	0.14
1991	0.52	0.07	0.52	0.06
1992	0.70	0.06	0.40	0.05
1993	0.74	0.03	0.31	0.08
1994	0.80	0.03	0.33	0.05
1995	0.77	0.03	0.35	NA
1996	0.81	0.03	0.45	NA
1997	NA	NA	NA	NA
1998	0.92	NA	0.33	NA
1999	NA	NA	NA	NA
2000	0.43	0.03	0.55	NA
<b>% Change, '90 to '00</b>				
	-16.86%	-63.09%	9.37%	NA
<b>% Change, '98 to '00</b>				
	-52.88%	NA	67.61%	NA

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

## Le Sueur County

The following tables and charts depict pull factors in Le Sueur 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.

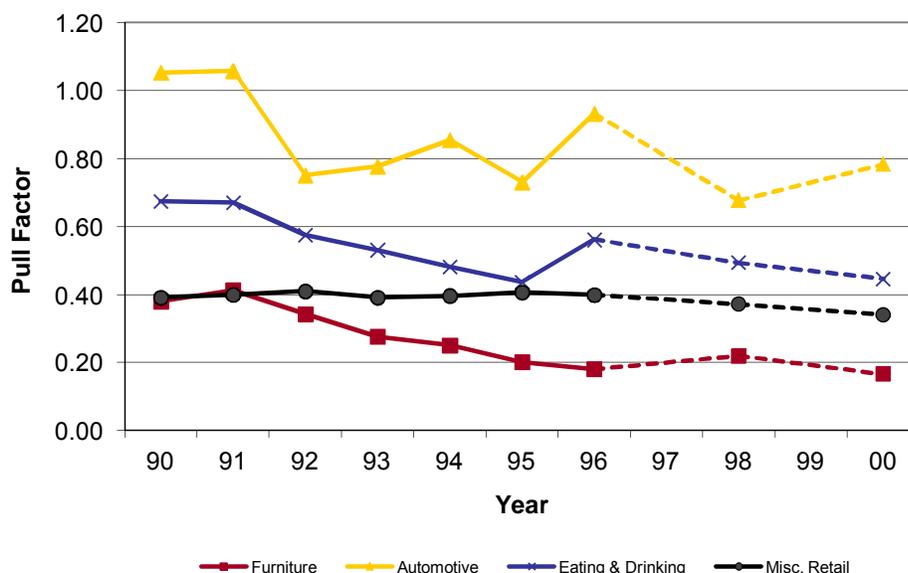
**Automotive:** Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

**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  
Le Sueur County, 1990-2000**

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.38	1.05	0.67	0.39
1991	0.41	1.06	0.67	0.40
1992	0.34	0.75	0.58	0.41
1993	0.28	0.78	0.53	0.39
1994	0.25	0.85	0.48	0.40
1995	0.20	0.73	0.44	0.41
1996	0.18	0.93	0.56	0.40
1997	NA	NA	NA	NA
1998	0.22	0.68	0.49	0.37
1999	NA	NA	NA	NA
2000	0.17	0.78	0.45	0.34
<hr/>				
% Change, '90 to '00	-56.27%	-25.58%	-33.85%	-13.00%
% Change, '98 to '00	-24.12%	15.81%	-9.69%	-8.48%

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

## Le Sueur County

The following tables and charts depict pull factors in Le Sueur 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.

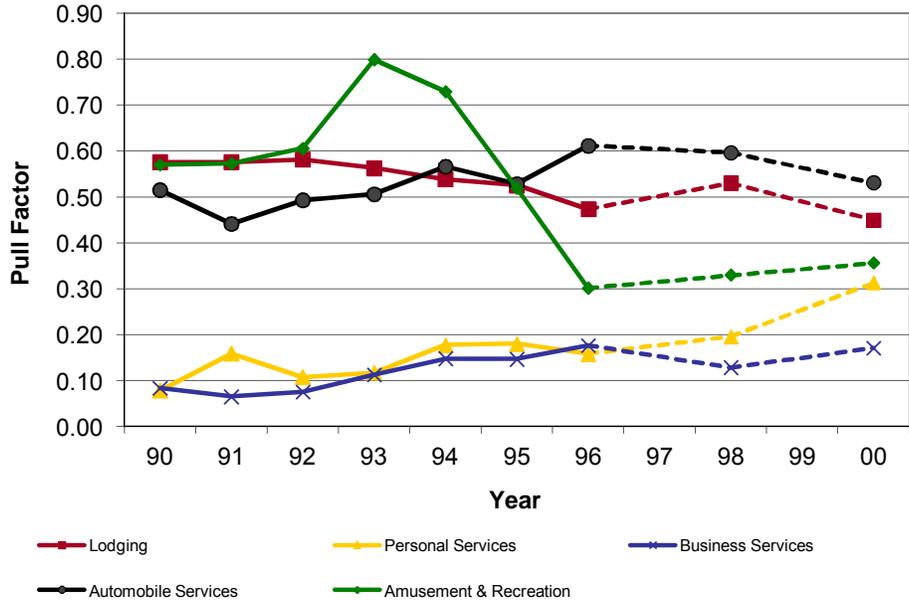
**Business Services:** Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

**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  
Le Sueur County, 1990-2000**

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.58	0.08	0.08	0.52	0.57
1991	0.58	0.16	0.06	0.44	0.57
1992	0.58	0.11	0.08	0.49	0.61
1993	0.56	0.12	0.11	0.51	0.80
1994	0.54	0.18	0.15	0.57	0.73
1995	0.53	0.18	0.15	0.53	0.52
1996	0.47	0.16	0.18	0.61	0.30
1997	NA	NA	NA	NA	NA
1998	0.53	0.20	0.13	0.60	0.33
1999	NA	NA	NA	NA	NA
2000	0.45	0.31	0.17	0.53	0.36
% Change, '90 to '00	-21.98%	300.71%	105.46%	2.93%	-37.63%
% Change, '98 to '00	-15.22%	60.21%	33.29%	-11.02%	8.12%

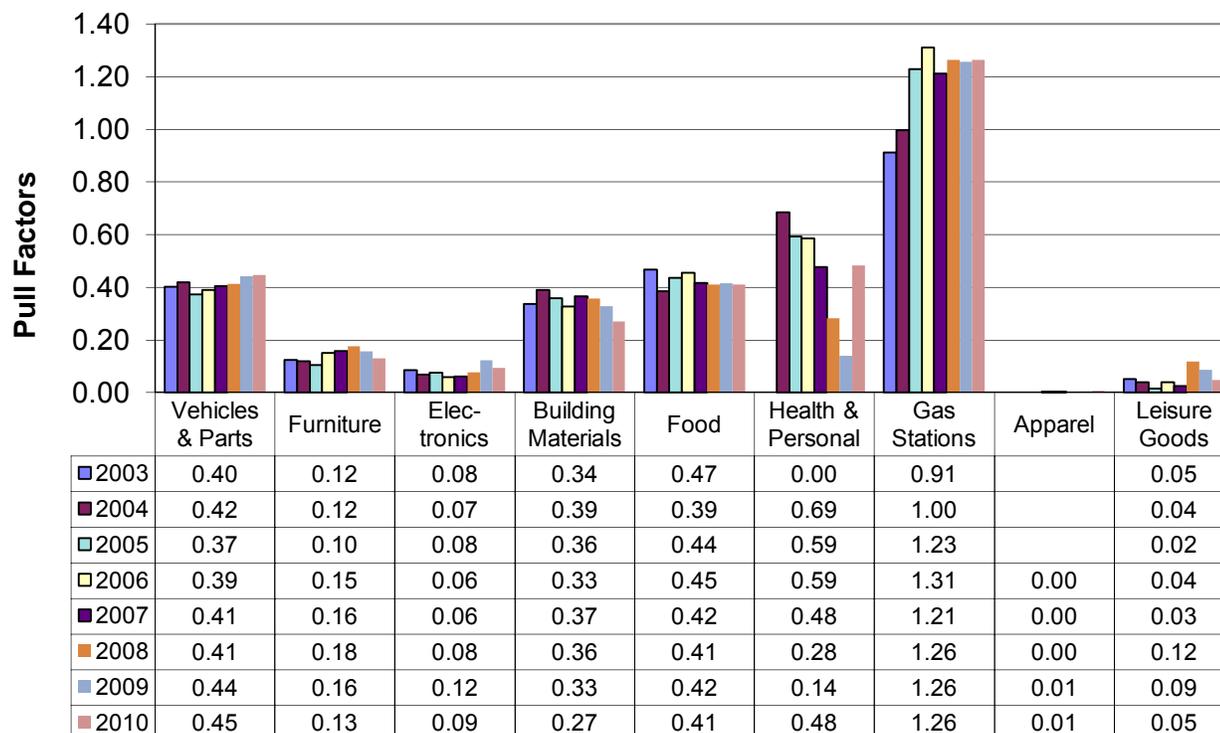
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide,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

# Pull Factors By Merchandise Category

## Le Sueur County

The following tables and charts depict pull factors in Le Sueur 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.

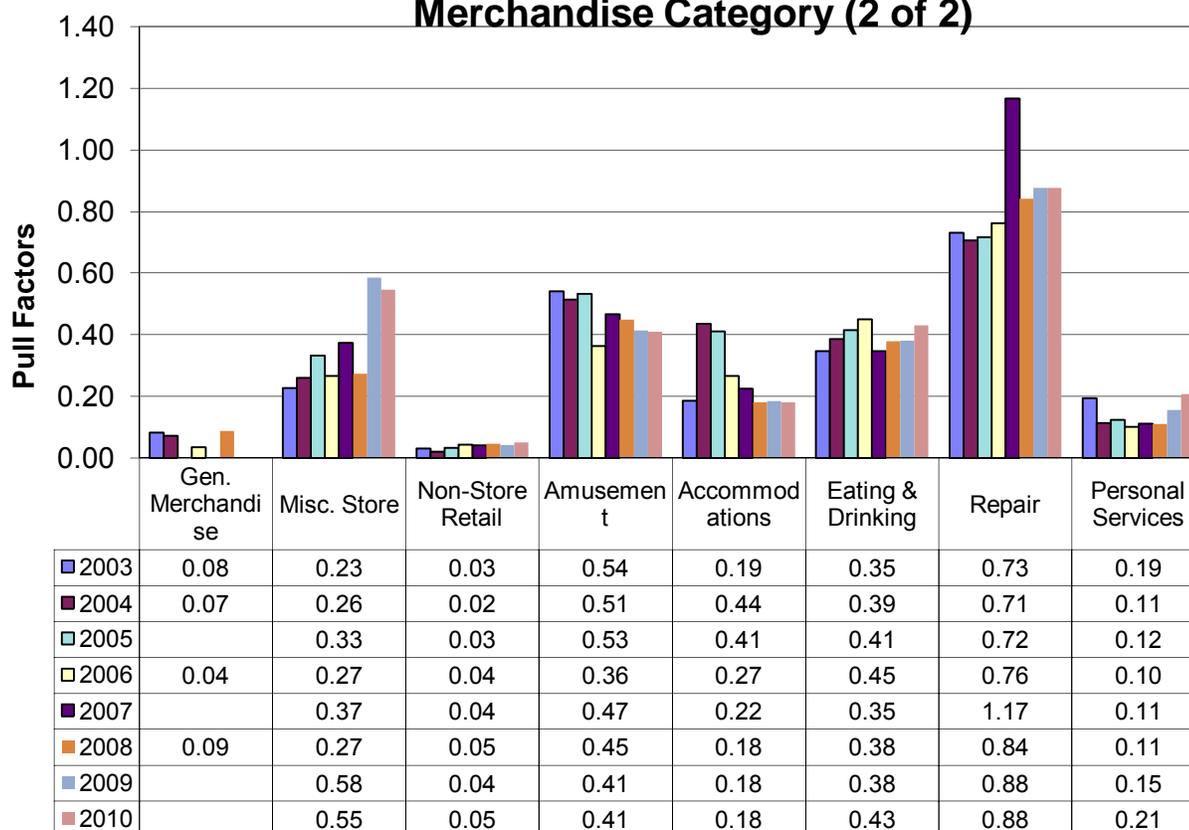
\*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

# Recent Trends By Merchandise Category

## Le Sueur County

The following tables and charts depict pull factors in Le Sueur 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.

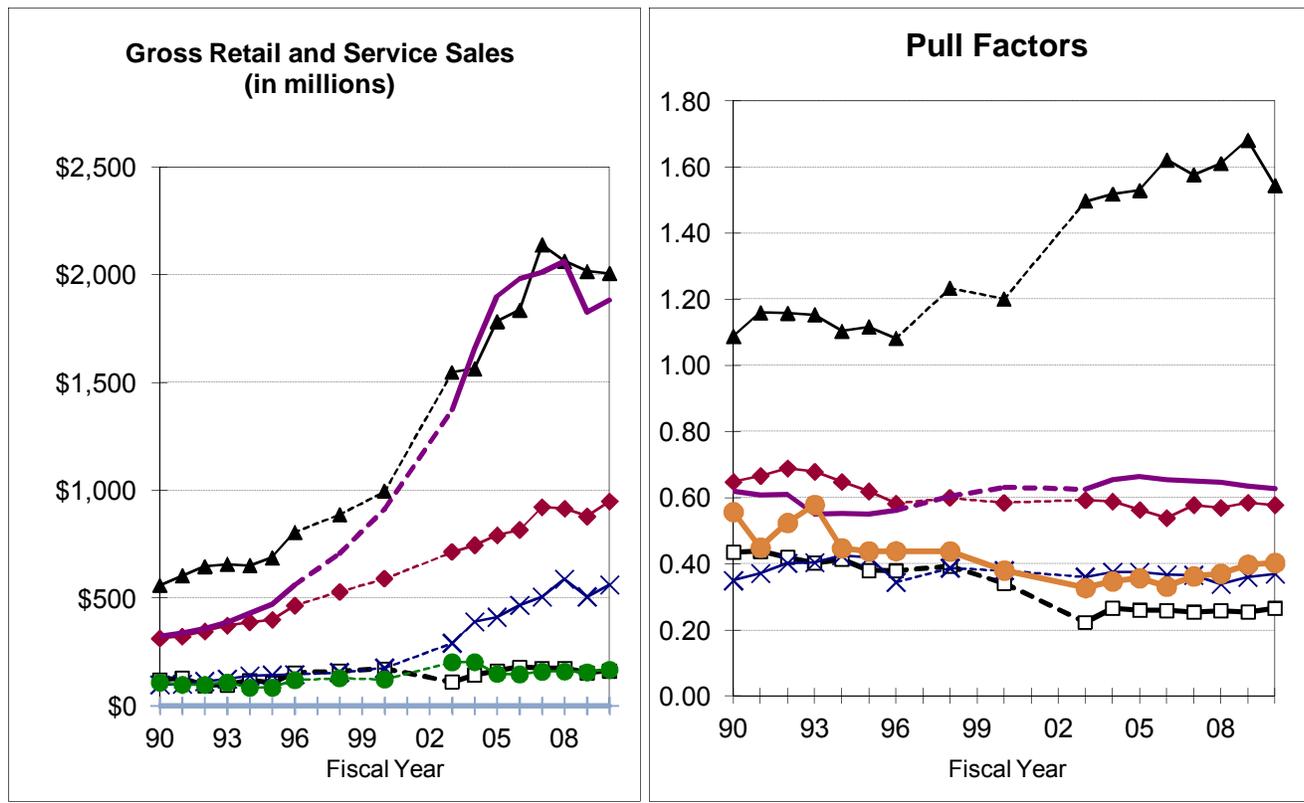
**Repair:** Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

**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

## Le Sueur County



- Le Sueur County
- Blue Earth County
- Nicollet County
- Rice County
- Scott County
- Waseca 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)
Le Sueur County	27,699	\$162.63	\$66.39	571	\$2,397	0.27
Blue Earth County	64,098	\$2,006.68	\$892.84	1,477	\$13,929	1.54
Nicollet County	32,780	\$562.22	\$109.42	590	\$3,338	0.37
Rice County	64,228	\$949.55	\$334.95	1,261	\$5,215	0.58
Scott County	130,487	\$1,881.40	\$738.96	2,472	\$5,663	0.63
Waseca County	19,137	\$168.36	\$69.61	393	\$3,638	0.40

# Trade Area Analysis of Retail Sales

## Le Sueur 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	\$8.10	\$4.38	-\$3.71	-45.9%	-12,710	18	6.8%
Furniture Stores	\$5.07	\$0.80	-\$4.28	-84.3%	-23,356	7	1.2%
Electronics	\$7.41	\$0.84	-\$6.57	-88.7%	-24,561	9	1.3%
Building Materials	\$18.76	\$6.15	-\$12.61	-67.2%	-18,613	19	9.6%
Food, Groceries	\$13.18	\$6.57	-\$6.61	-50.2%	-13,892	17	10.3%
Health, Personal Stores	\$2.52	\$1.48	-\$1.05	-41.4%	-11,470	5	2.3%
Gasoline Stations	\$3.99	\$6.11	+\$2.13	+53.4%	14,779	17	9.6%
Apparel	\$3.89	\$0.03	-\$3.86	-99.2%	-27,477	6	0.0%
Leisure Goods	\$5.51	\$0.32	-\$5.19	-94.1%	-26,071	21	0.5%
General Merchandise Stores	\$23.30	NA	NA	NA	NA	NA	NA
Miscellaneous Retail	\$6.77	\$4.48	-\$2.29	-33.8%	-9,367	81	7.0%
Amusement & Recreation	\$6.25	\$3.11	-\$3.14	-50.3%	-13,931	24	4.9%
Accommodations	\$6.95	\$1.52	-\$5.43	-78.1%	-21,636	11	2.4%
Eating & Drinking Places	\$29.24	\$15.26	-\$13.98	-47.8%	-13,240	58	23.9%
Repair, Maintenance	\$4.76	\$5.06	+\$0.30	+6.3%	1,739	58	7.9%
Personal Services, Laundry	\$3.28	\$0.82	-\$2.45	-74.9%	-20,735	52	1.3%
<b>Total Taxable Retail &amp; Service</b>	<b>\$205.92</b>	<b>\$63.96</b>	<b>-\$141.96</b>	<b>-68.9%</b>	<b>-19,096</b>	<b>571</b>	<b>100.0%</b>

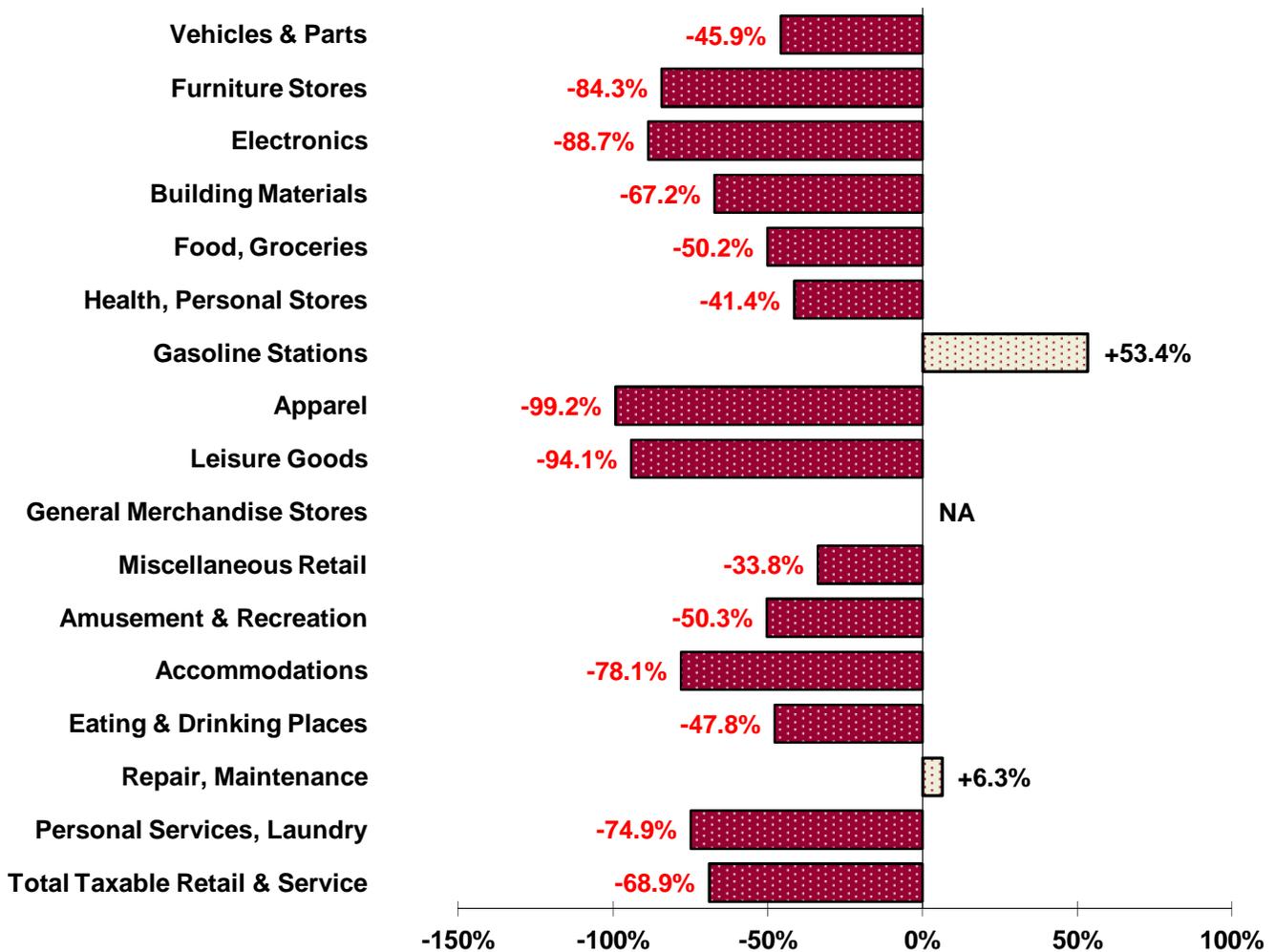
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Summary of Le Sueur County Retail Trade

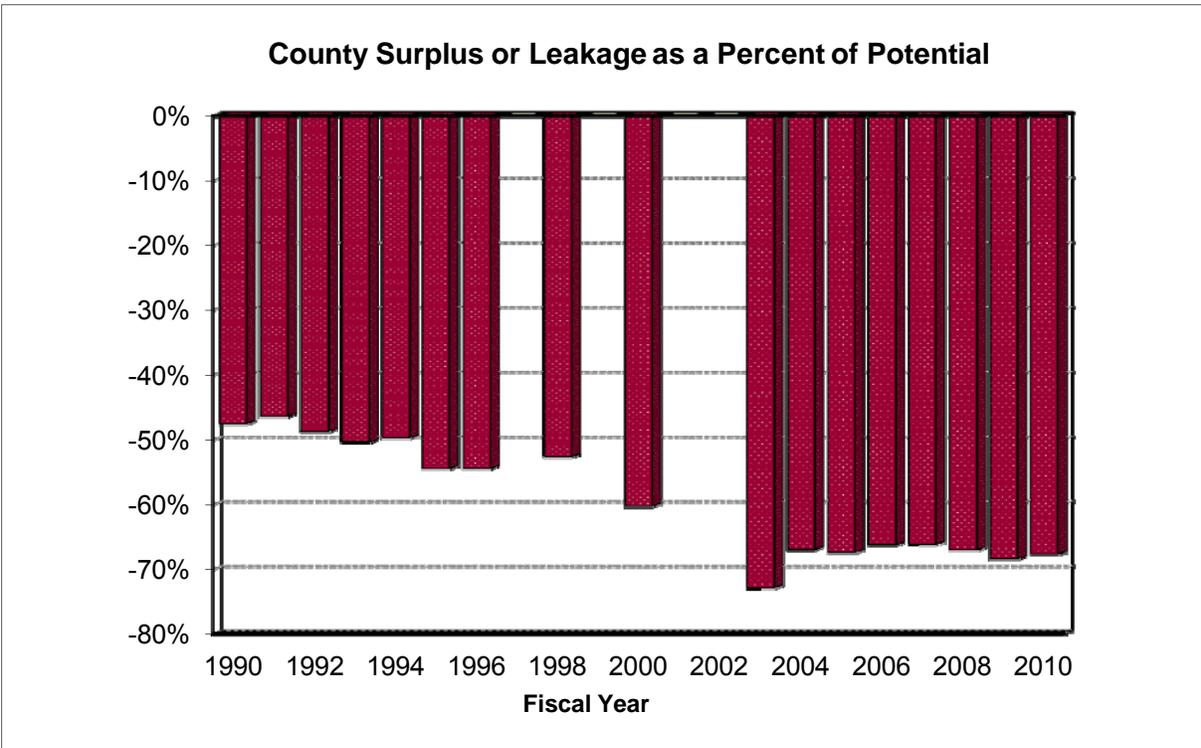
The chart below depicts the percentage amount Le Sueur County's actual sales were above or below potential sales in 2010 by merchandise group. Of the 15 merchandise categories with reported data, sales in 2 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a 53.4 percent surplus. Overall, Le Sueur County had a retail sales leakage of 68.9 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**



# Le Sueur 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	23,239	0.83	\$84.8	\$44.5	-\$40.3	-47.5%	-11,050
1991	23,371	0.82	\$83.8	\$44.9	-\$38.9	-46.5%	-10,859
1992	23,569	0.82	\$93.6	\$47.9	-\$45.7	-48.8%	-11,501
1993	23,861	0.81	\$97.8	\$48.5	-\$49.4	-50.5%	-12,041
1994	24,131	0.82	\$108.8	\$54.7	-\$54.1	-49.8%	-12,006
1995	24,408	0.84	\$116.5	\$53.0	-\$63.5	-54.5%	-13,306
1996	24,657	0.83	\$137.6	\$62.6	-\$75.0	-54.5%	-13,438
1997	25,036	0.82	NA	NA	NA	NA	NA
1998	25,319	0.83	\$146.1	\$69.1	-\$76.9	-52.7%	-13,337
1999	25,464	0.84	NA	NA	NA	NA	NA
2000	25,426	0.86	\$166.2	\$66.0	-\$100.2	-60.3%	-15,333
2001	25,753	0.83	NA	NA	NA	NA	NA
2002	26,005	0.83	NA	NA	NA	NA	NA
2003	26,763	0.82	\$196.0	\$53.1	-\$142.9	-72.9%	-19,515
2004	27,166	0.81	\$202.7	\$66.9	-\$135.9	-67.0%	-18,205
2005	27,490	0.80	\$209.1	\$68.0	-\$141.1	-67.5%	-18,545
2006	27,895	0.77	\$206.0	\$69.4	-\$136.6	-66.3%	-18,492
2007	28,034	0.75	\$204.9	\$69.2	-\$135.7	-66.2%	-18,561
2008	28,042	0.79	\$210.6	\$69.3	-\$141.3	-67.1%	-18,812
2009	28,059	0.81	\$202.7	\$64.0	-\$138.8	-68.5%	-19,207
2010	27,699	0.82	\$205.9	\$66.4	-\$139.5	-67.8%	-18,768