

Historical Trends By Merchandise Category Samletown

The following tables and charts depict pull factors in Samletown 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.

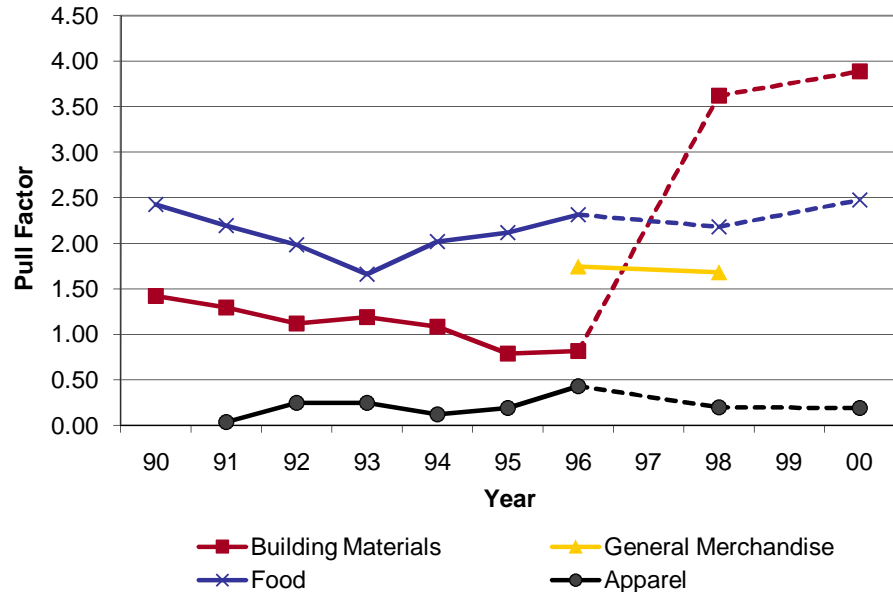
General Merchandise: Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, 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
Samletown, 1990-2000**

Year	Building Materials	General Merchandise	Food	Apparel
1990	1.42	NA	2.42	NA
1991	1.30	NA	2.19	0.04
1992	1.12	NA	1.98	0.25
1993	1.19	NA	1.66	0.25
1994	1.08	NA	2.02	0.12
1995	0.79	NA	2.12	0.19
1996	0.82	1.75	2.31	0.43
1997	NA	NA	NA	NA
1998	3.62	1.68	2.18	0.20
1999	NA	NA	NA	NA
2000	3.88	NA	2.48	0.19
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% Change, '90 to '00	172.70%	NA	2.12%	NA
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% Change, '98 to '00	7.38%	NA	13.73%	-3.30%

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.

Historical Trends By Merchandise Category Sampletown

The following tables and charts depict pull factors in Sampletown 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.

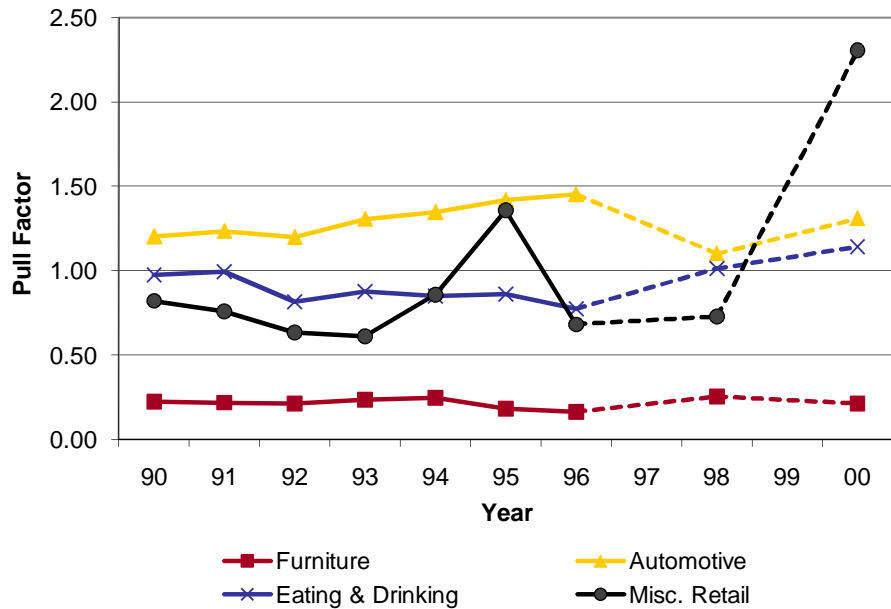
Automotive: Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

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 Sampletown, 1990-2000

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.23	1.20	0.98	0.82
1991	0.22	1.23	0.99	0.76
1992	0.21	1.20	0.82	0.63
1993	0.24	1.31	0.88	0.61
1994	0.25	1.35	0.85	0.86
1995	0.18	1.42	0.86	1.36
1996	0.17	1.45	0.77	0.68
1997	NA	NA	NA	NA
1998	0.25	1.10	1.01	0.73
1999	NA	NA	NA	NA
2000	0.21	1.31	1.14	2.31

% Change, '90 to '00: Furniture -5.01%, Automotive 8.89%, Eating & Drinking 17.03%, Misc. Retail 180.60%

% Change, '98 to '00: Furniture -15.63%, Automotive 18.79%, Eating & Drinking 12.61%, Misc. Retail 215.69%

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Historical Trends By Merchandise Category Sampletown

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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.

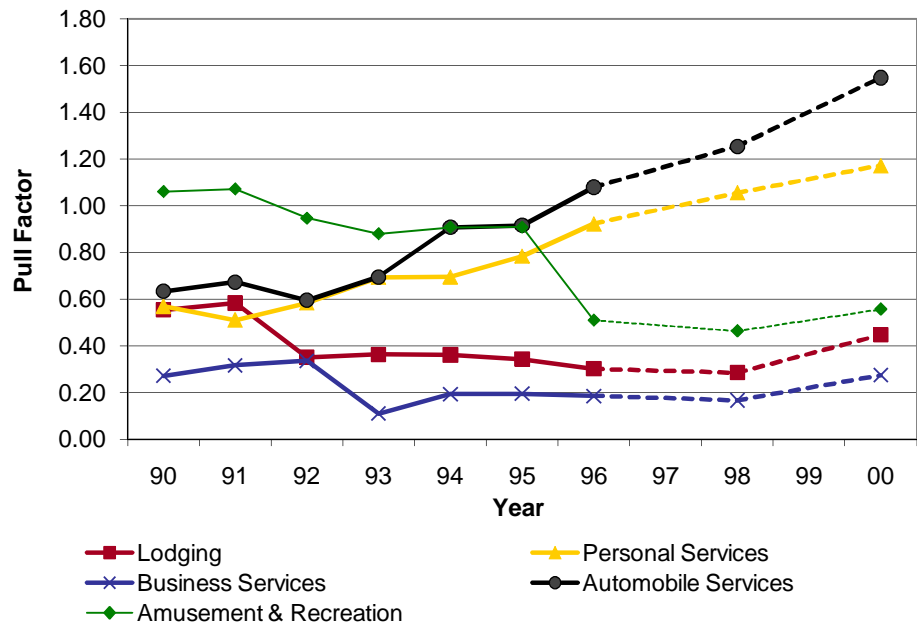
Business Services: Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

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 Sampletown, 1990-2000

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.55	0.57	0.27	0.63	1.06
1991	0.58	0.51	0.32	0.67	1.07
1992	0.35	0.58	0.34	0.59	0.95
1993	0.36	0.69	0.11	0.69	0.88
1994	0.36	0.69	0.19	0.91	0.91
1995	0.34	0.78	0.19	0.92	0.91
1996	0.30	0.92	0.18	1.08	0.51
1997	NA	NA	NA	NA	NA
1998	0.28	1.06	0.17	1.25	0.46
1999	NA	NA	NA	NA	NA
2000	0.45	1.17	0.27	1.55	0.56
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% Change, '90 to '00	-19.43%	106.24%	0.85%	144.59%	-47.53%
% Change, '98 to '00	56.87%	10.99%	64.56%	23.44%	20.24%

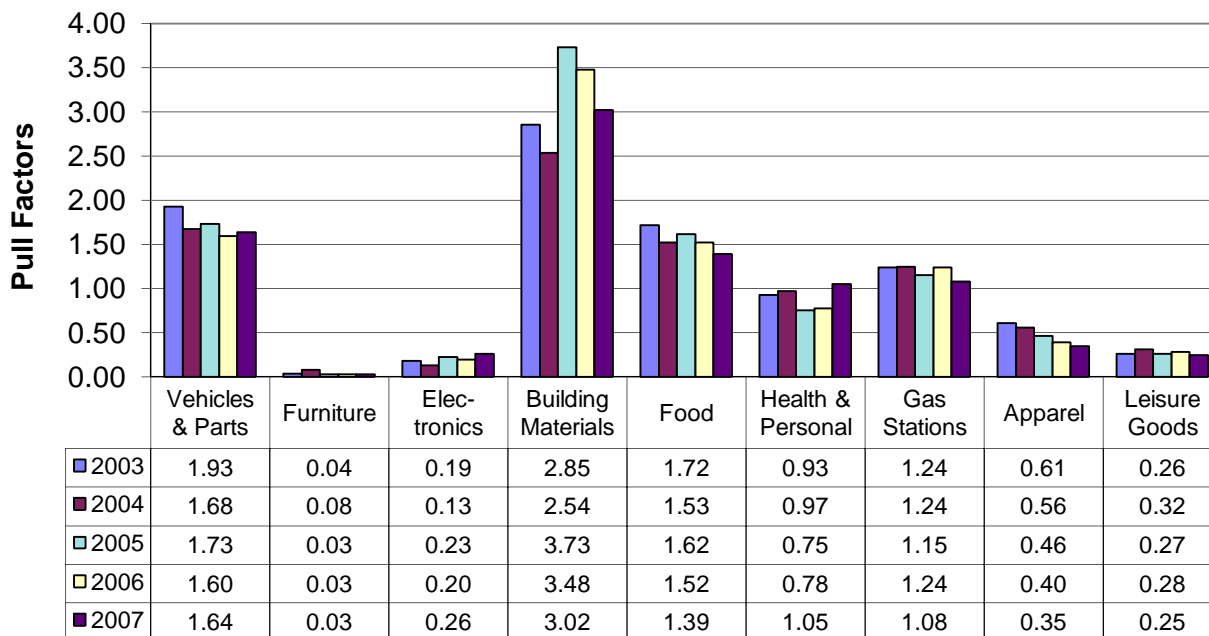
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide,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

Recent Trends By Merchandise Category

Samletown

The following tables and charts depict pull factors in Samletown from 2003 to 2007* 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.

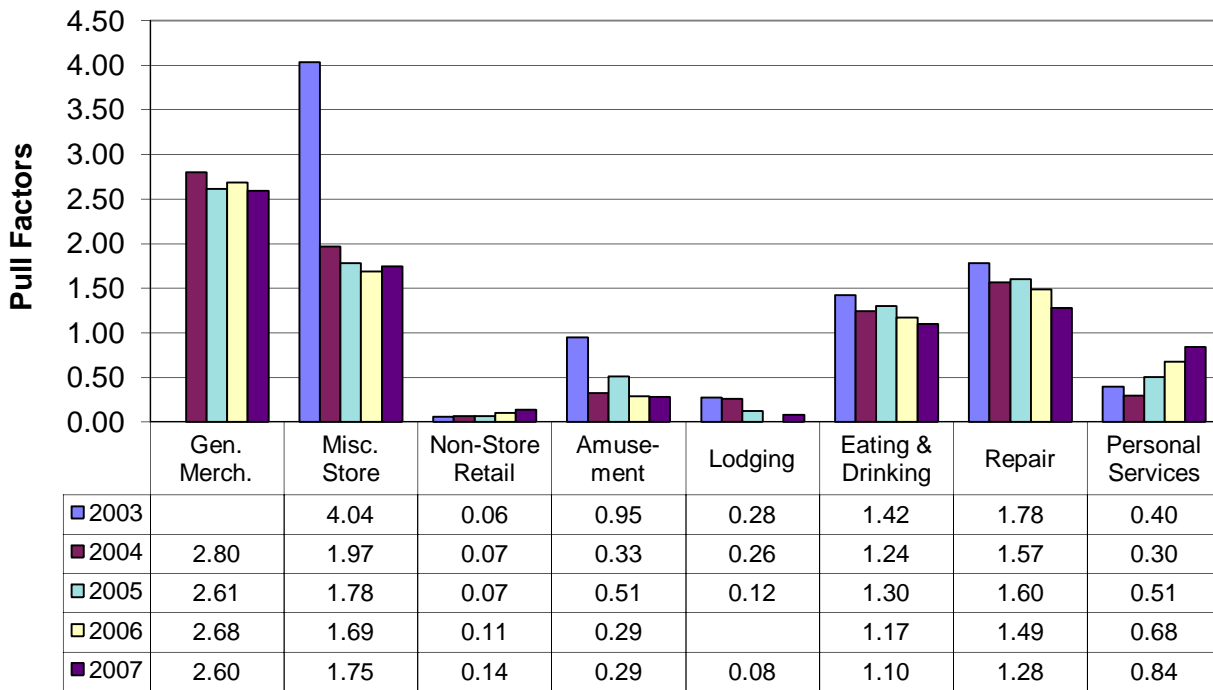
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Samletown

The following tables and charts depict pull factors in Samletown from 2003 to 2007* 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.