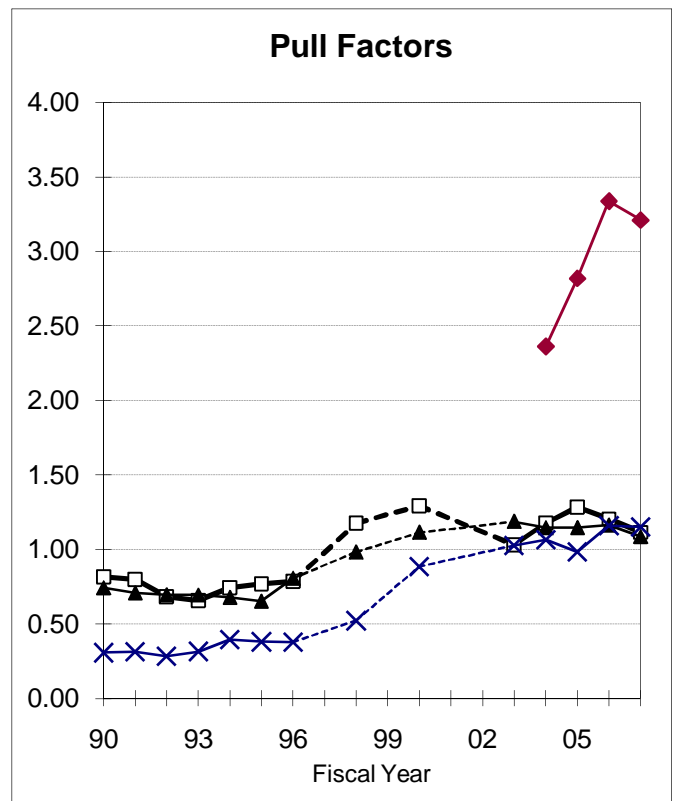
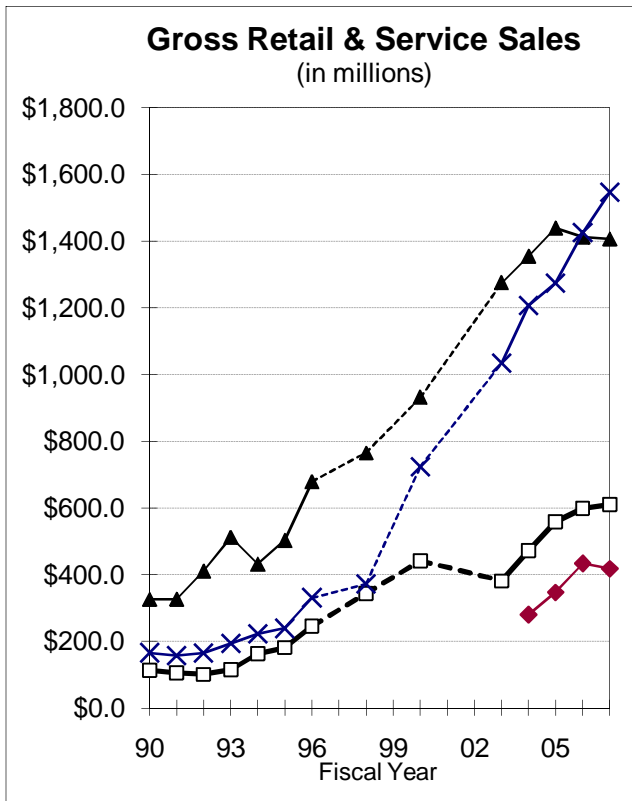


# Comparison with Competing Centers Sampletown



**Sampletown**  
 **Michaelville**  
 **Mooseville**  
 **Bigtown**

Information about competing trade centers can provide a useful means of comparison when assessing a community's retail trade sector. Comparison towns were selected based on geographic proximity, relative size and availability of data. Some caution is warranted in the interpretation of these comparisons however, since retail sales data is provided for only a limited number of towns and cities.

## Comparison with Competing Trade Centers, 2007

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Sampletown	22,756	\$609.99	\$246.60	523	\$10,837	1.11
Mooseville	61,771	\$1,406.76	\$653.12	1,025	\$10,573	1.09
Michaelville	61,868	\$1,546.33	\$692.16	1,141	\$11,188	1.15
Bigtown	6,758	\$418.02	\$210.93	175	\$31,213	3.21

# Trade Area Analysis of Retail Sales

## Samletown

The following tables provide information on retail sales by merchandise category. "Expected sales" is a standard to which actual performance is compared. In calculating expected sales, population, income, and typical "pulling power" characteristics are taken into account. Expected 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, 2007

Merchandise Group	Variance Between Actual & Expected				Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
	Expected Sales (\$millions)	Actual Sales (\$millions)	In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$7.19	\$15.04	+\$7.85	+109.2%	24,856	18	6.1%
Furniture Stores	\$5.37	\$0.21	-\$5.16	-96.0%	-21,853	6	0.1%
Electronics	\$7.50	\$2.50	-\$5.00	-66.7%	-15,175	8	1.0%
Building Materials	\$17.55	\$67.84	+\$50.29	+286.5%	65,198	13	27.5%
Food, Groceries	\$10.10	\$17.97	+\$7.87	+77.9%	17,737	12	7.3%
Health, Personal Stores	\$2.02	\$2.72	+\$0.70	+34.4%	7,830	10	1.1%
Gasoline Stations	\$2.90	\$4.00	+\$1.10	+38.0%	8,657	8	1.6%
Apparel	\$3.03	\$1.37	-\$1.66	-54.8%	-12,469	15	0.6%
Leisure Goods	\$4.92	\$1.58	-\$3.35	-68.0%	-15,472	22	0.6%
General Merchandise Stores	\$19.09	\$63.39	+\$44.30	+232.0%	52,794	4	25.7%
Miscellaneous Retail	\$6.98	\$15.59	+\$8.61	+123.4%	28,078	61	6.3%
Amusement & Recreation	\$2.25	\$1.69	-\$0.56	-25.0%	-5,697	9	0.7%
Accomodations	\$2.91	\$0.64	-\$2.27	-78.0%	-17,745	4	0.3%
Eating & Drinking Places	\$11.07	\$31.88	+\$20.81	+187.9%	42,763	46	12.9%
Repair, Maintenance	\$1.82	\$6.13	+\$4.31	+236.4%	53,805	36	2.5%
Personal Services, Laundry	\$1.50	+\$3.31	+\$1.80	+120.1%	27,319	46	1.3%
<b>Total Taxable Retail &amp; Service</b>	<b>\$116.06</b>	<b>\$246.60</b>	<b>+\$130.53</b>	<b>+112.5%</b>	<b>25,593</b>	<b>523</b>	<b>100.0%</b>

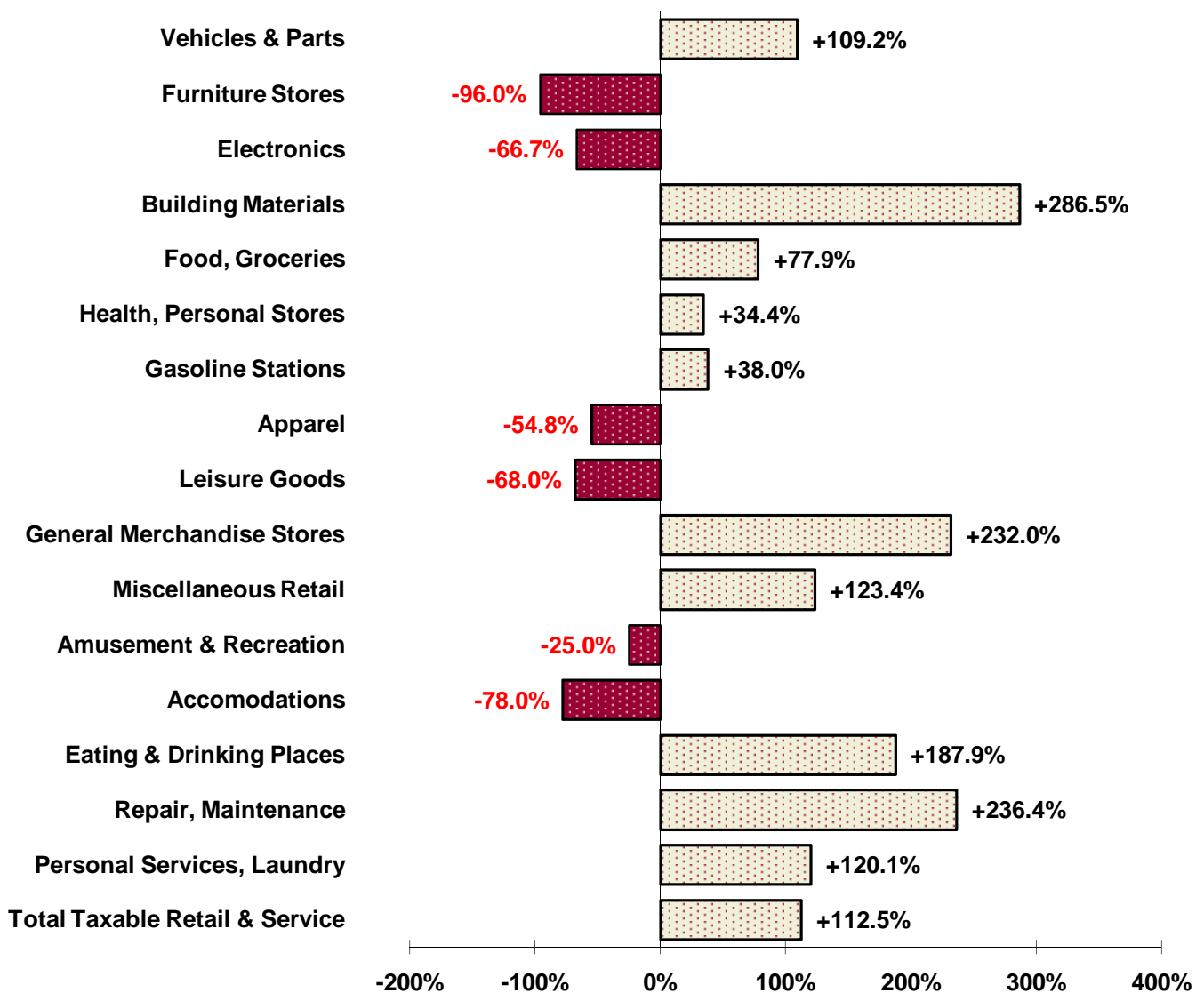
\*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

# Summary of Samoletown Retail Trade

The chart below depicts the percentage amount Samoletown's actual sales were above or below expected sales in 2007 by merchandise group. Of the 16 merchandise categories with reported data, sales in 10 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the Building Materials category, which has a 286.5 percent surplus. Overall, Samoletown had a retail sales surplus of 112.5 percent in 2007.

It is important to note that variations in a town'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, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

**Percentage Above or Below Expected Sales, 2007**



# Comparison of Pull Factors by Merchandise Category

## 2007 Index of "Pulling Power" Towns with Populations between 16,100 & 24,300 (Range: Population of Samletown +/- ~ 20%.) (28 Cities)

### Pull Factors

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Apparel	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Codyville	23,947	0.61	0.19	0.30	1.06	0.94	1.17	0.88	0.05	0.11		3.79	0.81	1.20	0.66	0.48	0.36	0.61
Black Bear Lake	23,834	1.62	1.71	0.12	0.14	1.12	2.04	1.70	2.07	0.69	1.69	0.42	1.01		1.52	0.86	0.64	0.90
Denton	23,720	0.40	0.39	0.12	2.65	1.68	1.19	0.87	0.07	0.37	1.02	1.28	0.38	0.94	1.51	1.22	0.87	0.96
Adair	23,616	0.13	0.03	0.09	0.05	0.88	1.21	1.05	0.03	0.08		3.67	0.39		0.97	0.30	0.34	0.42
Chazdon	23,172	0.55	0.08	0.00	0.16	0.73	0.21	0.81	0.18	0.08		0.30	0.70		0.48	0.37	0.25	0.26
Herrara	23,145	0.82	2.09		0.04	0.71		0.99	0.00	0.20		0.42	0.32		0.47	0.61	0.47	0.37
Nashville	22,947	0.90	0.28	0.08	0.41	1.75	1.26	1.34	0.40	0.14	0.72	1.47	0.40	0.85	0.93	0.68	0.15	0.60
Samletown	22,756	1.64	0.03	0.26	3.02	1.39	1.05	1.08	0.35	0.25	2.60	1.75	0.29	0.08	1.10	1.28	0.84	1.11
Freeman	21,953	0.89	0.44	0.17	0.57	1.43	1.00	0.79	0.74	0.16	1.23	0.26	0.52	0.51	0.87	0.46	0.28	0.66
Nelson City	21,661	0.73	0.47	0.10	0.71	1.07	1.61	1.44	0.30	0.17	1.87	0.31	0.39	0.54	1.01	0.81	0.41	0.67
Chinatown	21,632	0.72	0.73	0.17		1.39	1.25	0.84	0.52	1.09	1.19	1.18	0.09		0.90	1.02	0.49	0.58
Stinson	21,038	0.42	0.16	0.02		0.55	0.54	1.22	0.65	0.05		0.97	0.16		0.76	0.76	0.49	0.30
Temple	21,004	0.35		0.01		0.92		0.55	0.01	0.19		1.66	0.42		0.72	0.64	0.17	0.31
New Grace	20,575	0.31	0.26	0.43	0.55	0.94	1.82	0.38	0.07	0.04	0.24	0.40			0.70	1.09	0.23	0.38
Bruce Valley	20,010	5.71	1.51	1.87	1.96	1.16	1.31	0.88	0.20	0.82		0.54	1.94		2.15	4.30	1.95	1.70
Lincoln	19,885	2.16	0.06	0.02	0.62	0.30	0.16		1.41	0.18		3.17			0.23	0.61	0.03	0.41
Linschton	19,331	0.64	0.24	0.14		1.03	0.86	0.91	0.21	0.17		4.15	0.51	0.26	0.88	0.84	0.41	0.52
Pesher	19,266	2.06	0.06	0.04		0.41		2.05	0.08	0.78	0.23	0.26	0.21		0.43	2.53	1.09	0.43
New Paul	18,839	0.87	0.50	0.22	2.18	1.64	1.86	0.99	0.67	0.40	3.23	1.24			2.18	1.19	1.39	1.25
Steel City	18,697	0.15			1.77			1.16		0.01		0.80	0.17		0.38	0.24	0.47	0.33
<b>Unadjusted Average: *</b>		<b>1.15</b>	<b>0.51</b>	<b>0.23</b>	<b>0.92</b>	<b>1.02</b>	<b>1.11</b>	<b>1.05</b>	<b>0.41</b>	<b>0.31</b>	<b>1.20</b>	<b>1.44</b>	<b>0.53</b>	<b>0.63</b>	<b>0.91</b>	<b>1.05</b>	<b>0.53</b>	<b>0.62</b>

\* Raw averages; not adjusted for special circumstances. For example, in cities with a college student population that is large relative to overall population, these pull factors may understate the relative strength of the retail sector. While college students are counted as part of the city population, in general they spend less than other city residents in many retail categories. Outliers were considered for calculating typical pull factors used in the expected sales formula.

# Comparison of Pull Factors by Merchandise Category

## 2007 Index of "Pulling Power" Towns with Populations between 16,100 & 24,300 (Range: Population of Sampletown +/- ~ 20%.) (28 Cities)

### Rankings

Town	Population	Vehicles, Parts	Furniture Stores	Elec- tronics	Building Materials	Food	Health, Personal	Gasoline Stations	Apparel	Leisure Goods	General Merch.	Misc.	Amuse- ment	Lodging	Eating & Drinking	Repair, Maint.	Personal Services	Taxable \$ Pull Factor
Town name																		
Codyville	# 1	# 13	# 12	# 3	# 6	# 12	# 10	# 13	# 16	# 15		# 2	# 3	# 1	# 15	# 16	# 13	# 8
Black Bear Lake	# 2	# 5	# 2	# 10	# 13	# 8	# 1	# 2	# 1	# 4	# 4	# 15	# 2		# 3	# 8	# 6	# 5
Denton	# 3	# 16	# 8	# 9	# 2	# 2	# 9	# 14	# 15	# 6	# 7	# 8	# 11	# 2	# 4	# 4	# 4	# 4
Adair	# 4	# 20	# 17	# 12	# 14	# 14	# 8	# 8	# 17	# 17		# 3	# 10		# 7	# 19	# 14	# 13
Chazdon	# 5	# 14	# 14	# 18	# 12	# 15	# 15	# 16	# 12	# 16		# 18	# 4		# 16	# 18	# 16	# 20
Herrara	# 6	# 9	# 1		# 15	# 16		# 10	# 19	# 8		# 14	# 12		# 17	# 14	# 9	# 16
Nashville	# 7	# 6	# 9	# 13	# 11	# 1	# 6	# 4	# 7	# 14	# 8	# 7	# 8	# 3	# 8	# 12	# 19	# 9
Sampletown	# 8	# 4	# 18	# 4	# 1	# 6	# 11	# 7	# 8	# 7	# 2	# 5	# 13	# 7	# 5	# 3	# 5	# 3
Freeman	# 9	# 7	# 7	# 6	# 9	# 4	# 12	# 17	# 3	# 13	# 5	# 19	# 5	# 5	# 11	# 17	# 15	# 7
Nelson City	# 10	# 10	# 6	# 11	# 7	# 9	# 4	# 3	# 9	# 11	# 3	# 17	# 9	# 4	# 6	# 10	# 12	# 6
Chinatown	# 11	# 11	# 4	# 7		# 5	# 7	# 15	# 6	# 1	# 6	# 10	# 17		# 9	# 7	# 8	# 10
Stinson	# 12	# 15	# 13	# 15		# 17	# 14	# 5	# 5	# 18		# 11	# 16		# 12	# 11	# 7	# 19
Temple	# 13	# 17		# 17		# 13		# 18	# 18	# 9		# 6	# 7		# 13	# 13	# 18	# 18
New Grace	# 14	# 18	# 10	# 2	# 10	# 11	# 3	# 19	# 14	# 19	# 9	# 16			# 14	# 6	# 17	# 15
Bruce Valley	# 15	# 1	# 3	# 1	# 4	# 7	# 5	# 12	# 11	# 2		# 13	# 1		# 2	# 1	# 1	# 1
Lincoln	# 16	# 2	# 16	# 16	# 8	# 19	# 16		# 2	# 10		# 4			# 20	# 15	# 20	# 14
Linschton	# 17	# 12	# 11	# 8		# 10	# 13	# 11	# 10	# 12		# 1	# 6	# 6	# 10	# 9	# 11	# 11
Pesher	# 18	# 3	# 15	# 14		# 18		# 1	# 13	# 3	# 10	# 20	# 14		# 18	# 2	# 3	# 12
New Paul	# 19	# 8	# 5	# 5	# 3	# 3	# 2	# 9	# 4	# 5	# 1	# 9			# 1	# 5	# 2	# 2
Steel City	# 20	# 19			# 5			# 6		# 20		# 12	# 15		# 19	# 20	# 10	# 17

Above are all communities in the population range listed in the title with data available by merchandise category. Adjustments for special circumstances may be necessary for accurate comparisons.