

2018 Retail Trade Analysis Report



Steele County, Minnesota

University of Minnesota Extension's Center for Community Vitality

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Steele County Retail Trade Overview

Total Taxable and Gross Retail Sales

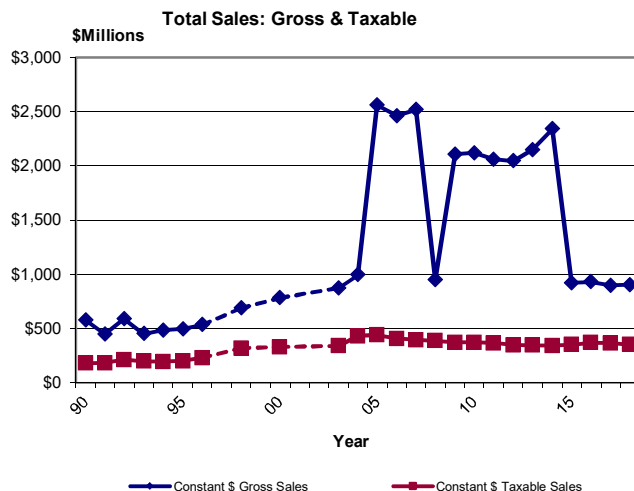
The table below presents gross and taxable retail and services sales for Owatonna from 2003 through 2018. Without inflation adjustments, taxable sales in Owatonna increased 2.6 percent from 2011 to 2018, while the number of firms fell 2.9 percent. Statewide, taxable sales increased 9.4 percent over the same time period and the number of firms fell 3.4 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 2018 dollars. These figures have been adjusted for inflation to reflect their value in 2018. For example, in 2008, taxable sales in Owatonna totaled \$339.01 million, an amount worth \$385.24 million in 2018 dollars. In constant dollars, gross sales fell 56.3 percent between 2011 and 2018. Constant dollar taxable sales decreased 4.6 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2017 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
2003	34,753	\$655.39	\$254.56	\$873.85	\$339.42	889	\$7,325	0.82
2004	35,166	\$765.18	\$331.00	\$993.74	\$429.87	890	\$9,412	1.02
2005	35,755	\$2,048.21	\$351.97	\$2,560.26	\$439.96	899	\$9,844	1.03
2006	36,221	\$2,018.93	\$332.35	\$2,462.10	\$405.31	880	\$9,176	0.96
2007	36,378	\$2,138.77	\$336.17	\$2,516.20	\$395.49	921	\$9,241	0.95
2008	36,546	\$836.74	\$339.01	\$950.84	\$385.24	877	\$9,276	0.97
2009	36,775	\$1,851.96	\$326.20	\$2,104.50	\$370.68	895	\$8,870	0.99
2010	36,545	\$1,884.86	\$331.11	\$2,117.81	\$372.04	875	\$9,060	1.00
2011	36,530	\$1,916.22	\$341.72	\$2,060.45	\$367.44	841	\$9,355	1.00
2012	36,299	\$1,942.20	\$331.28	\$2,044.42	\$348.72	823	\$9,127	0.94
2013	36,417	\$2,059.55	\$331.69	\$2,145.36	\$345.51	841	\$9,108	1.06
2014	36,532	\$2,269.60	\$332.63	\$2,339.79	\$342.92	827	\$9,105	1.04
2015	36,708	\$891.35	\$340.84	\$918.92	\$351.38	815	\$9,285	1.03
2016	36,765	\$909.93	\$360.37	\$928.50	\$367.73	813	\$9,802	1.08
2017	36,828	\$895.32	\$363.54	\$895.32	\$363.54	804	\$9,871	1.06
2018	36,933	\$900.55	\$350.53	\$900.55	\$350.53	817	\$9,491	0.99
7 yr Change '11 to '18	1.1%	-53.0%	2.6%	-56.3%	-4.6%	-2.9%	1.5%	-1.2%
3 yr Change '15 to '18	0.6%	1.0%	2.8%	-2.0%	-0.2%	0.2%	2.2%	-3.6%

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

Steele County: Retail/Service Sales in Constant Dollars

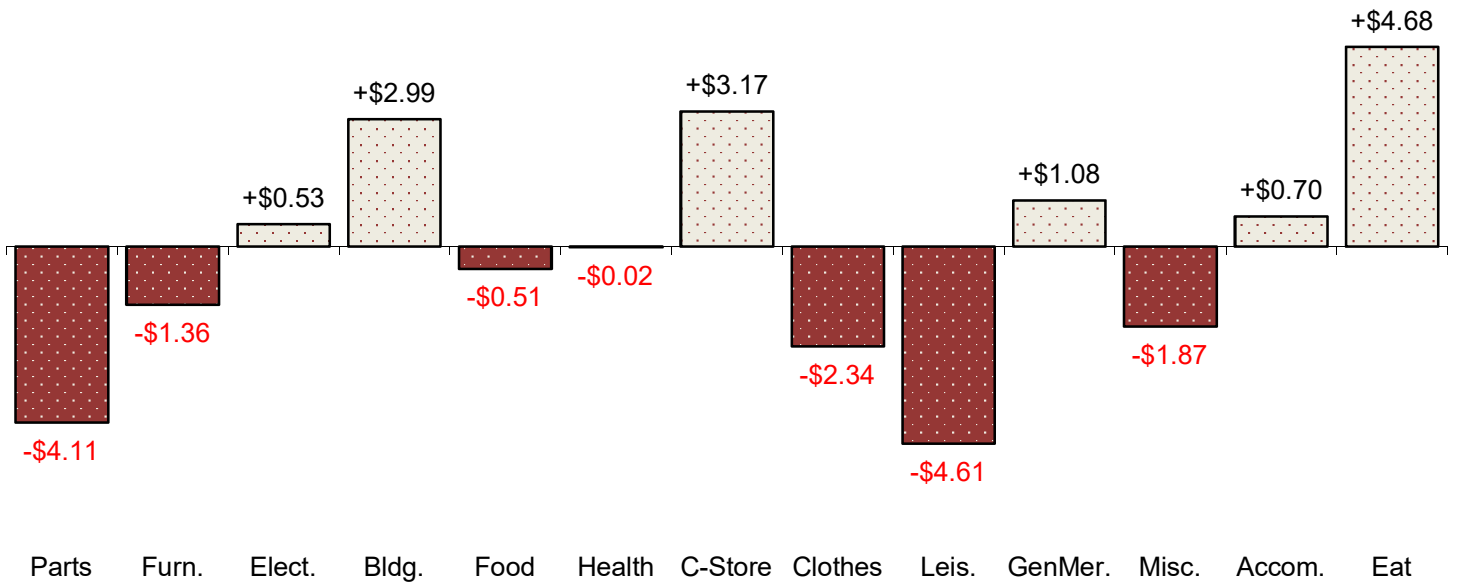


Steele County Selected Components of Change*, 2015 to 2018

Category	Taxable Sales 2015	Taxable Sales 2018	Dollar Change	Percent Change
Vehicles & Parts	\$16,902,797	\$12,789,702	-\$4,113,095	-24.33%
Furniture	\$11,239,767	\$9,884,126	-\$1,355,641	-12.06%
Electronics	\$2,107,335	\$2,639,008	+\$531,673	+25.23%
Building Materials	\$28,492,454	\$31,484,209	+\$2,991,755	+10.50%
Food, Groceries	\$25,968,912	\$25,454,198	-\$514,714	-1.98%
Health, Personal Stores	\$4,088,476	\$4,071,497	-\$16,979	-0.42%
Gas/Convenience Store	\$9,927,912	\$13,097,717	+\$3,169,805	+31.93%
Clothing	\$6,530,009	\$4,191,445	-\$2,338,564	-35.81%
Leisure Goods	\$34,853,246	\$30,238,624	-\$4,614,622	-13.24%
General Merchandise Stores	\$59,460,369	\$60,544,331	+\$1,083,962	+1.82%
Miscellaneous Retail	\$7,658,204	\$5,783,768	-\$1,874,436	-24.48%
Accommodations	\$9,340,779	\$10,043,753	+\$702,974	+7.53%
Eating & Drinking Places	\$46,545,235	\$51,229,412	+\$4,684,177	+10.06%
Total Retail and Services Sales	\$340,836,771	\$350,532,218	+\$9,695,447	+2.84%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2015 - 2018

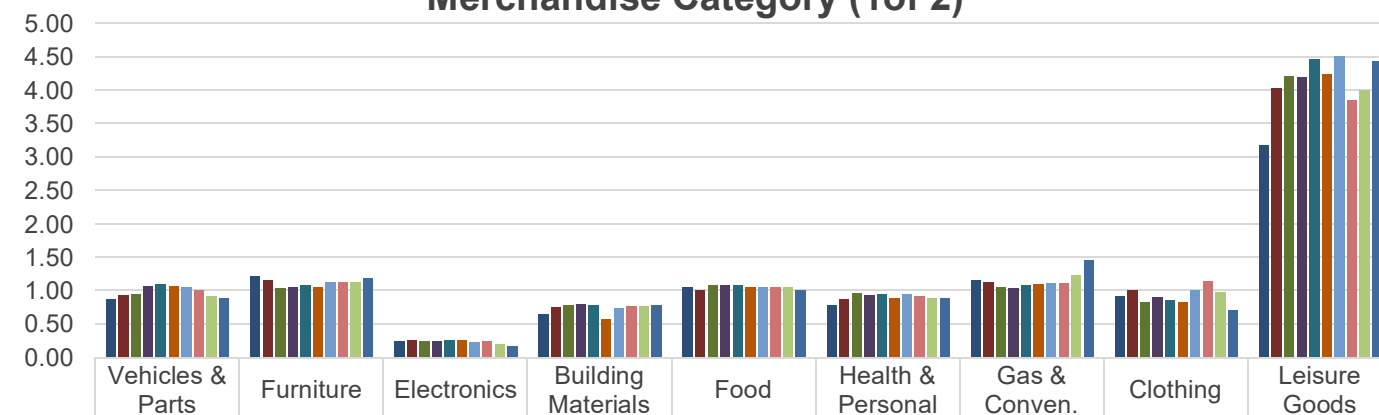


Pull Factors By Merchandise Category

Steele County

The following tables and charts depict pull factors in Steele County from 2003 to 2017* 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 Factors by NAICS Merchandise Category (1 of 2)



Year	Vehicles & Parts	Furniture	Electronics	Building Materials	Food	Health & Personal	Gas & Conven.	Clothing	Leisure Goods
2009	0.88	1.23	0.25	0.66	1.05	0.78	1.16	0.93	3.18
2010	0.94	1.16	0.26	0.76	1.00	0.87	1.13	1.00	4.02
2011	0.94	1.04	0.24	0.79	1.08	0.96	1.06	0.83	4.21
2012	1.06	1.06	0.25	0.80	1.09	0.93	1.04	0.90	4.19
2013	1.10	1.07	0.27	0.78	1.08	0.94	1.08	0.86	4.46
2014	1.07	1.05	0.27	0.57	1.06	0.90	1.09	0.83	4.24
2015	1.06	1.14	0.23	0.75	1.06	0.94	1.11	1.01	4.52
2016	1.01	1.14	0.25	0.76	1.06	0.92	1.12	1.15	3.85
2017	0.93	1.14	0.19	0.77	1.05	0.88	1.24	0.99	4.00
2018	0.89	1.19	0.18	0.78	1.01	0.90	1.45	0.71	4.44

NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, snowmobiles, 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, and garden centers.

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 and Convenience Store: Retailers that sell fuel along with convenience store items.

Clothing: 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.

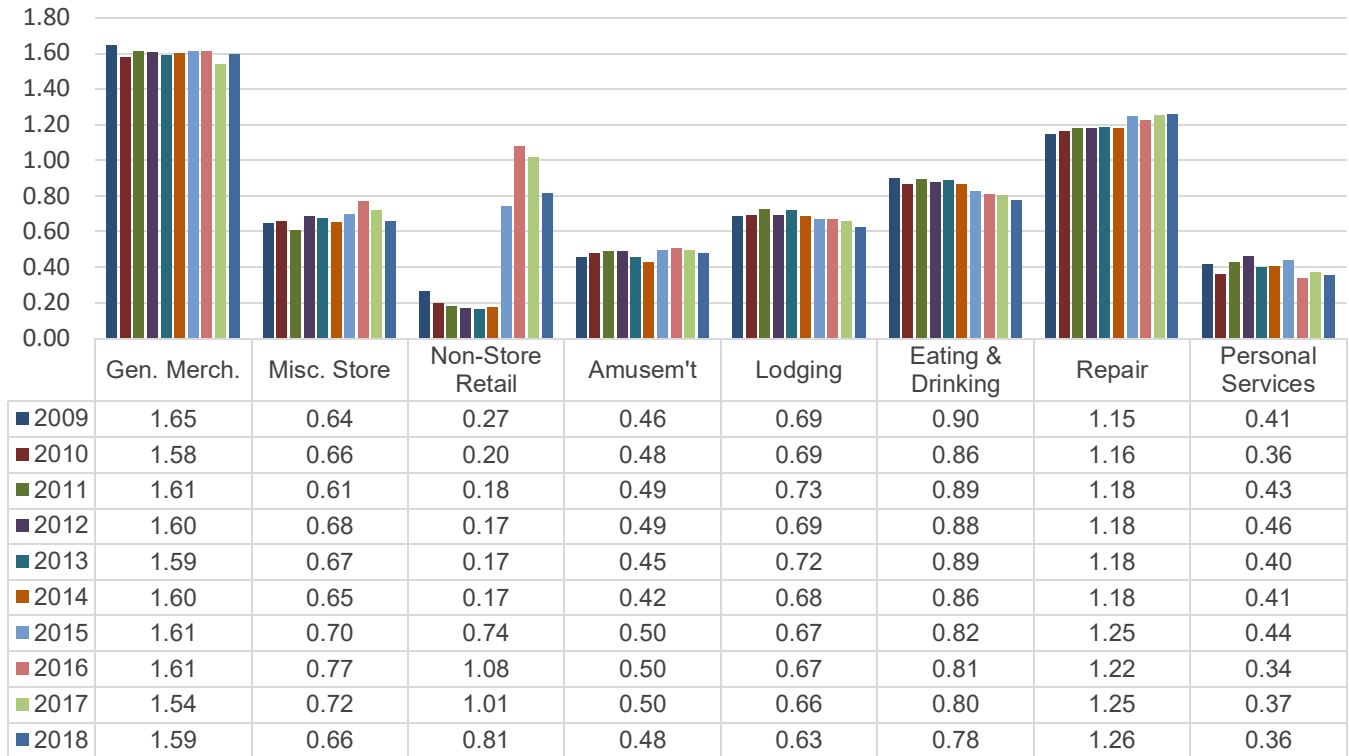
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Steele County

The following tables and charts depict pull factors in Steele County from 2009 to 2018* 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, and RV parks.

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

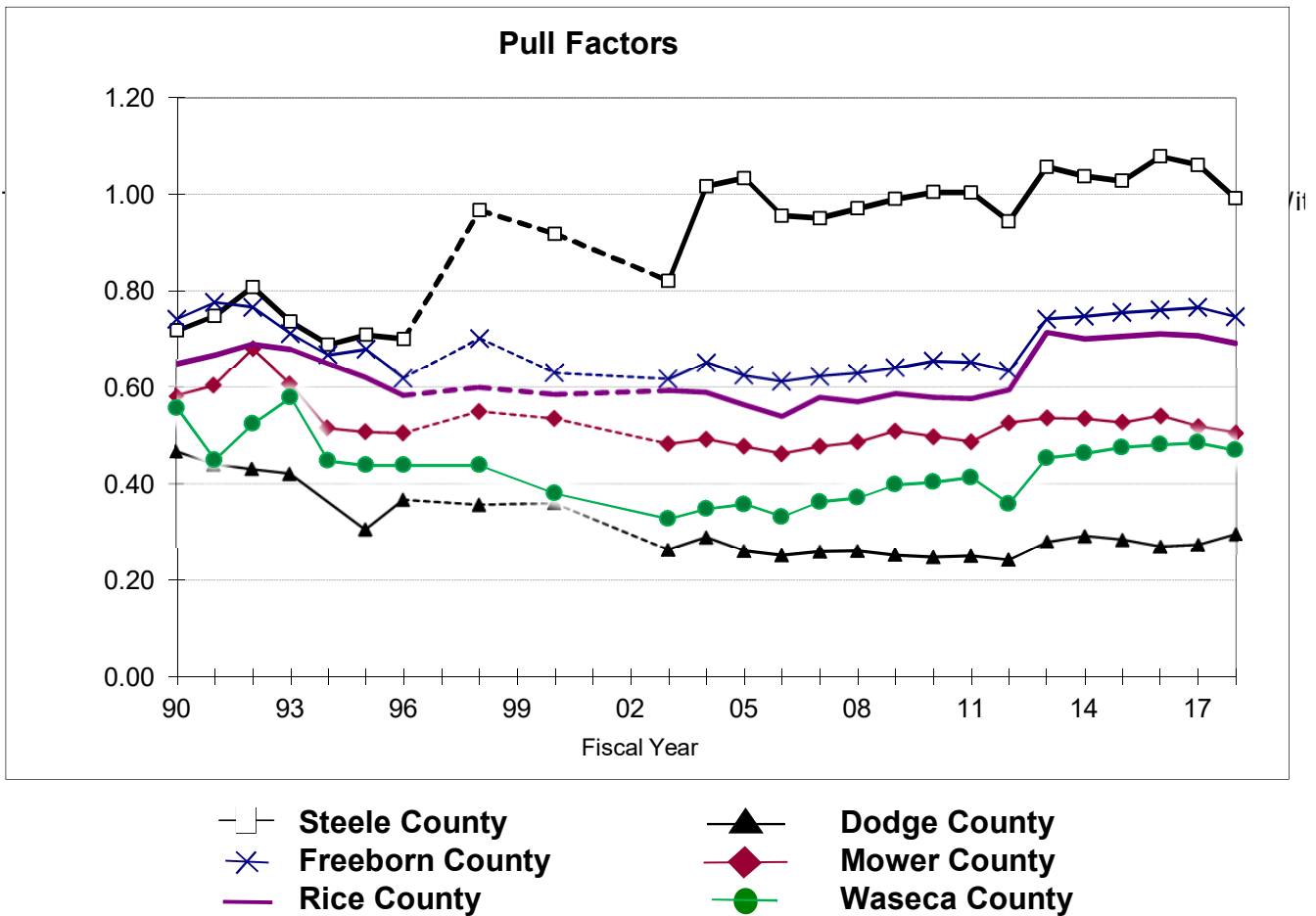
Repair: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

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

*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

Steele County



Comparison with Neighboring Counties, 2018

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Steele County	36,933	\$900.55	\$350.53	817	\$9,491	0.99
Dodge County	20,842	\$242.92	\$59.08	329	\$2,835	0.30
Freeborn County	30,495	\$845.09	\$217.87	662	\$7,145	0.75
Mower County	40,017	\$521.05	\$193.63	668	\$4,839	0.51
Rice County	66,364	\$1,385.46	\$439.27	1,264	\$6,619	0.69
Waseca County	18,738	\$198.49	\$84.30	352	\$4,499	0.47

Trade Area Analysis of Retail Sales

Steele 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, 2018

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 Potential			
Vehicles & Parts	\$16.87	\$12.79	-\$4.08	-24.2%	-8,915	27	3.6%
Furniture Stores	\$8.35	\$9.88	+\$1.53	+18.3%	6,741	14	2.8%
Electronics	\$9.80	\$2.64	-\$7.16	-73.1%	-26,910	9	0.8%
Building Materials	\$32.16	\$31.48	-\$0.67	-2.1%	-770	16	9.0%
Food, Groceries	\$22.35	\$25.45	+\$3.10	+13.9%	5,111	19	7.3%
Health, Personal Stores	\$3.85	\$4.07	+\$0.22	+5.8%	2,153	14	1.2%
Gas/Convenience Store	\$7.52	\$13.10	+\$5.58	+74.2%	27,321	13	3.7%
Clothing	\$4.64	\$4.19	-\$0.44	-9.6%	-3,529	35	1.2%
Leisure Goods	\$6.00	\$30.24	+\$24.24	+404.1%	148,812	20	8.6%
General Merchandise Stores	\$31.92	\$60.54	+\$28.62	+89.7%	33,021	8	17.3%
Miscellaneous Retail	\$8.57	\$5.78	-\$2.78	-32.5%	-11,961	89	1.6%
Amusement & Recreation	\$9.78	\$5.63	-\$4.15	-42.5%	-15,635	19	1.6%
Accommodations	\$13.15	\$10.04	-\$3.10	-23.6%	-8,693	15	2.9%
Eating & Drinking Places	\$52.25	\$51.23	-\$1.02	-2.0%	-722	89	14.6%
Repair, Maintenance	\$8.16	\$14.22	+\$6.06	+74.2%	27,327	70	4.1%
Personal Services, Laundry	\$5.10	\$2.38	-\$2.72	-53.3%	-19,648	89	0.7%
Total Taxable Retail & Service*	\$292.66	\$350.53	+\$57.88	+19.8%	7,283	817	100.0%

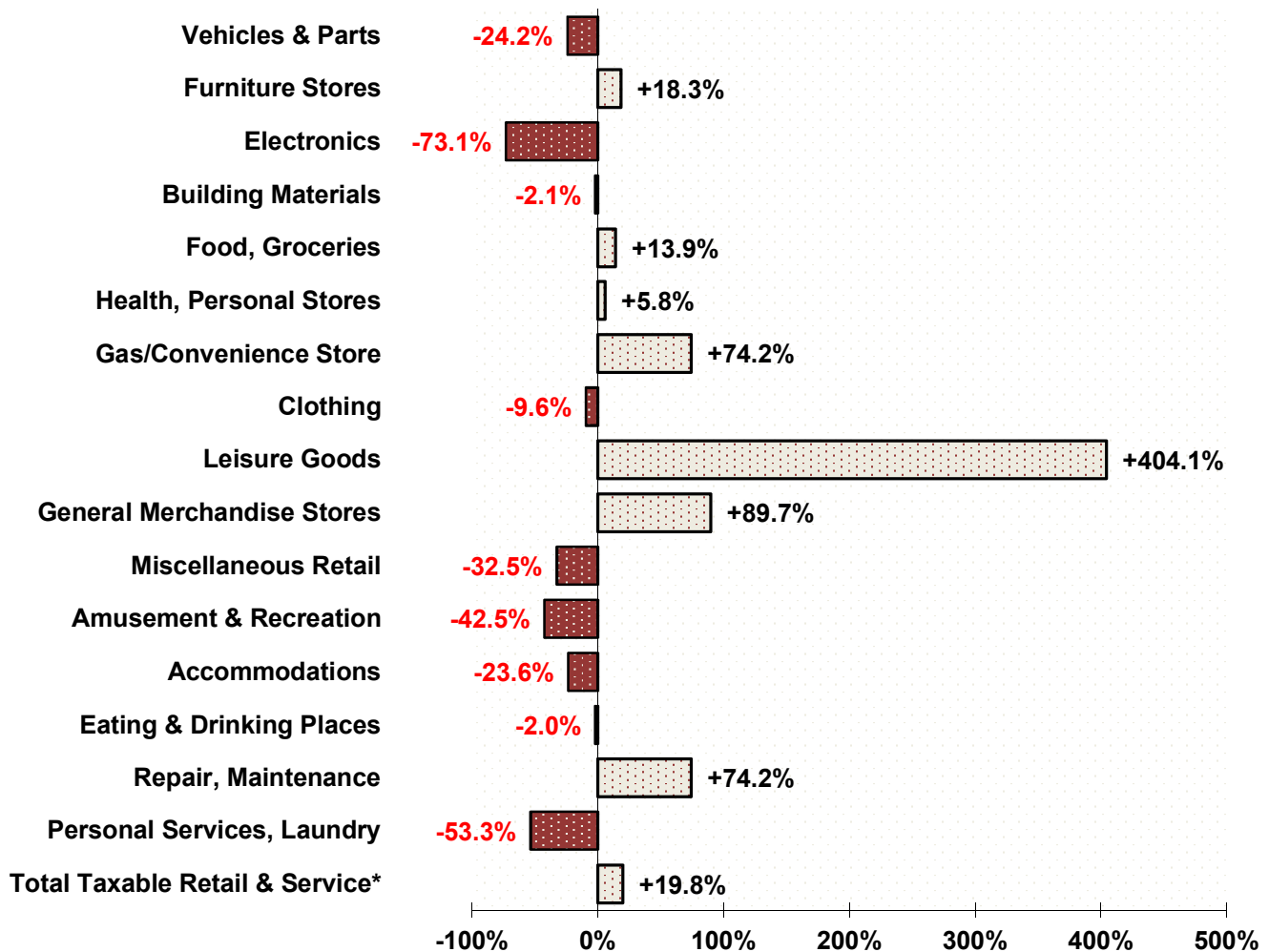
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Steele County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Steele County's actual sales were above or below potential sales in 2018 by merchandise group. Of the 16 merchandise categories with reported data, sales in 7 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 Leisure Goods category, which has a 404.1 percent surplus. Overall, Steele County had a retail sales surplus of 19.8 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.

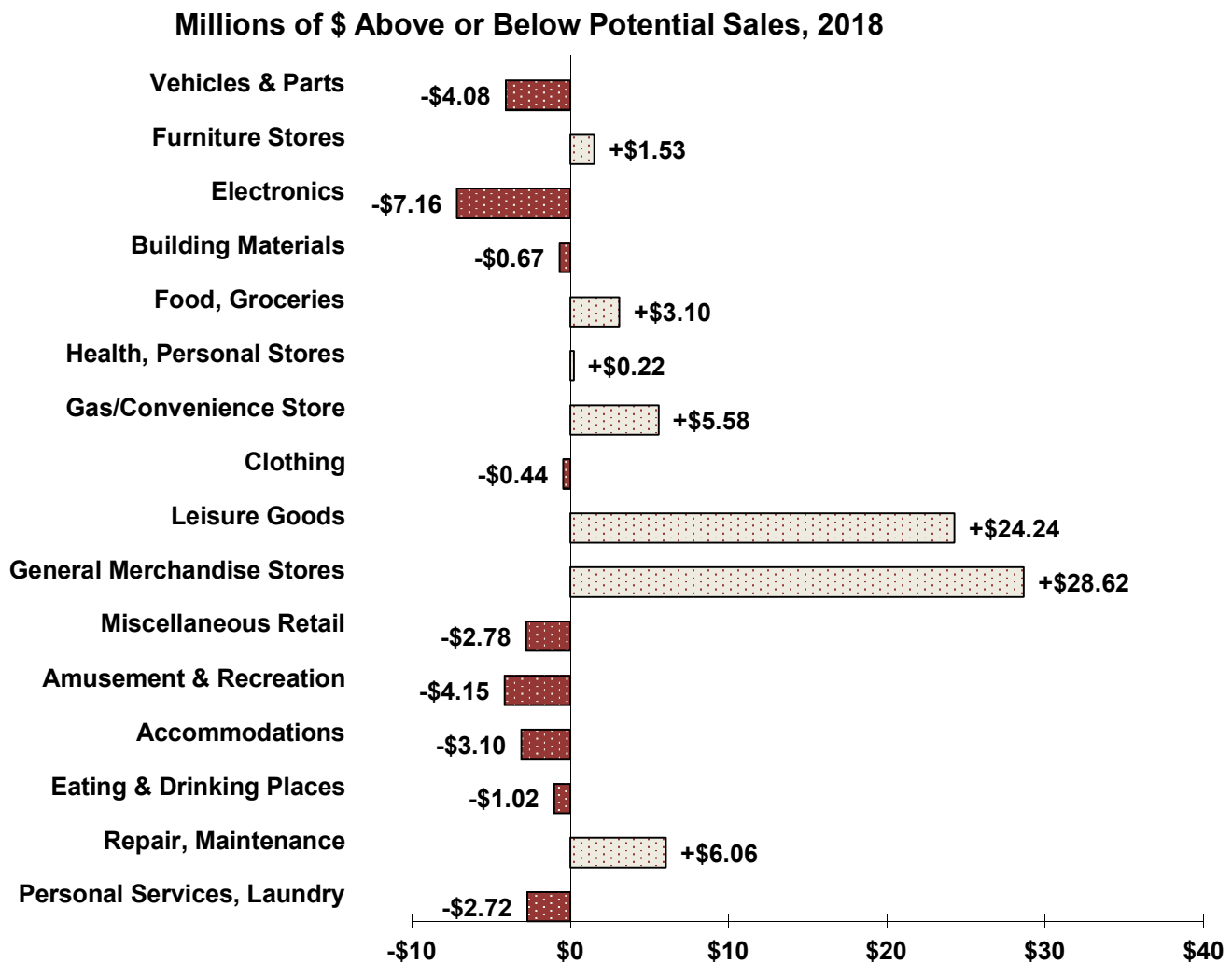
Percentage Above or Below Potential Sales, 2018



Steele County Retail Trade Performance in Dollars

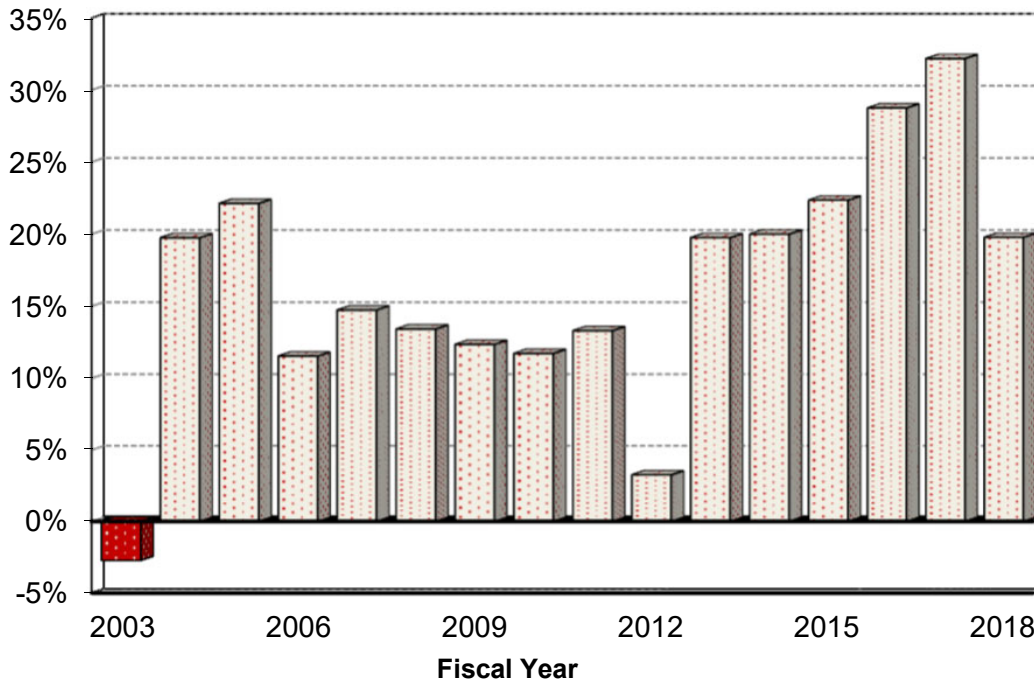
The chart below depicts the dollar amount Steele County's actual sales were above or below potential sales in 2018 by merchandise group. Of the 16 merchandise categories with reported data, sales in 7 of the categories were above the calculated potential. The strongest merchandise group by this standard is the General Merchandise Stores category, which has a \$28.6 million surplus. Overall, Steele County had a retail sales surplus of \$57.9 million in 2018.

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, management, marketing, and transportation patterns are just a few factors that 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.



Steele County Retail Trade Surplus or Leakage

County Surplus or Leakage as a Percent of Potential



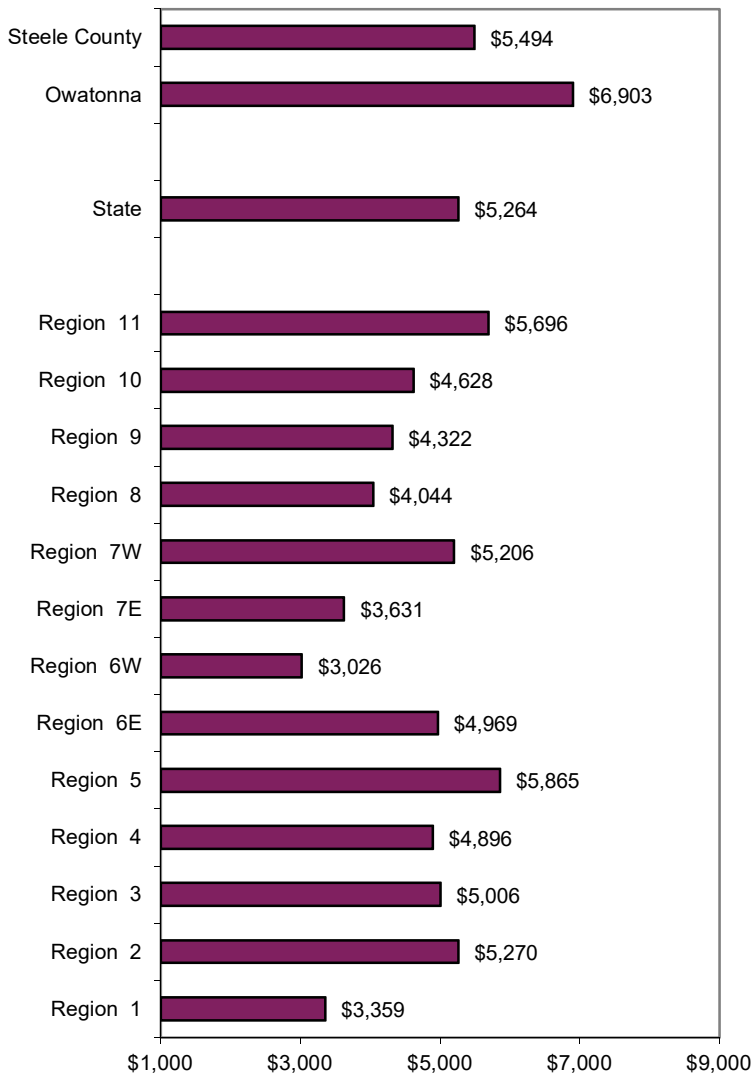
Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
2003	34,753	0.84	\$261.7	\$254.6	-\$7.1	-2.7%	-946
2004	35,166	0.85	\$276.4	\$331.0	\$54.6	+19.7%	+6,945
2005	35,755	0.85	\$288.2	\$352.0	\$63.8	+22.1%	+7,913
2006	36,221	0.86	\$298.0	\$332.4	\$34.4	+11.5%	+4,178
2007	36,378	0.83	\$293.0	\$336.2	\$43.2	+14.7%	+5,360
2008	36,546	0.86	\$298.9	\$339.0	\$40.1	+13.4%	+4,903
2009	36,775	0.88	\$290.4	\$326.2	\$35.8	+12.3%	+4,540
2010	36,545	0.90	\$296.4	\$331.1	\$34.7	+11.7%	+4,284
2011	36,530	0.89	\$301.6	\$341.7	\$40.1	+13.3%	+4,857
2012	36,299	0.91	\$320.8	\$331.3	\$10.4	+3.3%	+1,182
2013	36,417	0.88	\$277.0	\$331.7	\$54.7	+19.8%	+7,193
2014	36,532	0.86	\$277.2	\$332.6	\$55.4	+20.0%	+7,306
2015	36,708	0.84	\$278.6	\$340.8	\$62.3	+22.4%	+8,207
2016	36,765	0.84	\$279.9	\$360.4	\$80.5	+28.8%	+10,571
2017	36,828	0.80	\$275.0	\$363.5	\$88.5	+32.2%	+11,850
2018	36,933	0.83	\$292.7	\$350.5	\$57.9	+19.8%	+7,304

Compare the Community to the Region

Owatonna and Steele 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, clothing, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

2018 Retail Sales per capita



State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services 2018

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

Business Activity / Store Type NAICS	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	Owatonna
441 Vehicles, Parts	2,004	1,449	\$552.18	\$555.24	\$409.52
442 Furniture Stores	3,424	3,480	\$273.39	\$167.96	\$92.42
443 Electronics	3,822	4,729	\$320.65	\$143.58	\$43.03
444 Building Materials	2,998	1,978	\$1,052.24	\$1,175.79	\$1,193.53
445 Food and Beverage Stores	1,682	1,472	\$731.43	\$585.01	\$875.66
446 Health, Personal Stores	2,950	3,615	\$125.87	\$76.45	\$97.83
447 Gas/Convenience Stores	2,743	1,984	\$246.05	\$317.26	\$343.68
448 Clothing & Accessory Stores	1,695	2,047	\$151.69	\$81.51	\$137.04
451 Leisure Goods	1,881	1,608	\$196.30	\$153.78	\$1,144.43
452 General Merchandise	5,053	3,895	\$1,044.57	\$1,118.67	\$2,317.57
453 Miscellaneous Merchandise	569	455	\$280.29	\$261.51	\$146.33
454 Non-store Retail	897	832	\$288.84	\$91.31	\$101.90
Retail Total			\$5,263.51	\$4,728.08	\$6,902.92
INFORMATION					
511 Publishing Industry	10,273	19,969	\$4.11	\$0.61	
512 Movie & Recording Industry	10,764	39,938	\$41.04	\$17.10	
515 Broadcasting	57,443	629,020	\$39.07	\$0.00	
516 Info -Internet Publ/Brcst			\$299.12	\$0.00	
517 Telecommunications	8,851	11,035	\$299.12	\$153.91	
518 Internet Service	15,725	61,368	\$17.37	\$0.61	
519 Other Information Services	6,053	7,671	\$52.16	\$40.35	
FINANCE AND INSURANCE					
522 Credit Intermediation	9,036	8,646	\$24.75	\$6.53	
523 Securities, Commodities	16,460	64,515	\$2.07	\$0.04	
524 Insurance Carriers	10,053	23,515	\$0.30	\$0.18	
525 Funds, Trusts	148,143	629,020	\$0.22	\$0.29	
REAL ESTATE AND RENTAL AND LEASING					
531 Real Estate	1,966	2,302	\$44.71	\$39.25	
532 Rental, Leasing Services	3,760	3,594	\$164.74	\$67.32	
533 Lessors Nonfinancial Assets	244,757		\$0.26		
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES					
541 Prof, Scientific, Technical Services	484	728	\$177.70	\$84.02	
551 Mgmt Of Companies	27,595	125,804	\$9.54	\$3.73	
ADMINISTRATIVE & SUPPORT; WASTE MGMT & REMEDIATION SVCS					
561 Admin, Support Services	556	570	\$177.70	\$168.08	
562 Waste Mgmt, Remediation	13,565	13,600	\$9.54	\$2.39	
EDUCATIONAL SVCS; HEALTH & SOCIAL ASSISTANCE					
611 Educational Services	3,970	4,651	\$17.84	\$14.57	
621 Health -Ambulatory Care	1,003	1,232	\$22.29	\$18.02	
622 Health -Hospitals	36,794	114,367	\$15.39	\$8.49	
623 Health -Nursing, Residential Care	9,445	9,640	\$3.07	\$2.40	
624 Health -Social Assistance	10,522	18,101	\$3.38	\$3.17	
ARTS, ENTERTAINMENT & RECREATION					
711 Performing Art, Spectator Sports	1,830	2,292	\$87.78	\$13.78	
712 Museums, Historical Sites	29,785	64,515	\$6.29	\$0.49	
713 Amusement, Gambling, Recr	2,319	1,931	\$320.18	\$141.57	\$205.44
ACCOMMODATION & FOOD SERVICES					
721 Accommodation	2,188	1,232	\$430.20	\$393.40	\$379.91
722 Food Services, Drinking Places	477	475	\$1,709.87	\$1,239.97	\$1,806.16
OTHER SERVICES					
811 Repair, Maintenance	694	499	\$267.06	\$282.78	\$367.76
812 Personal, Laundry Service	624	570	\$166.76	\$57.90	\$71.91
813 Religious, Civic, Professional Orgs	2,634	2,173	\$34.80	\$36.03	
814 Private Households	86,606		\$0.29		
921 Exec., Legisla., Other Govt	7,918	4,857	\$48.91	\$58.70	
TOTAL RETAIL AND SERVICES			\$9,576.45	\$7,583.75	