

2015 Retail Trade Analysis Report



Jackson County, Minnesota

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Jackson County Retail Trade Overview

Total Taxable and Gross Retail Sales

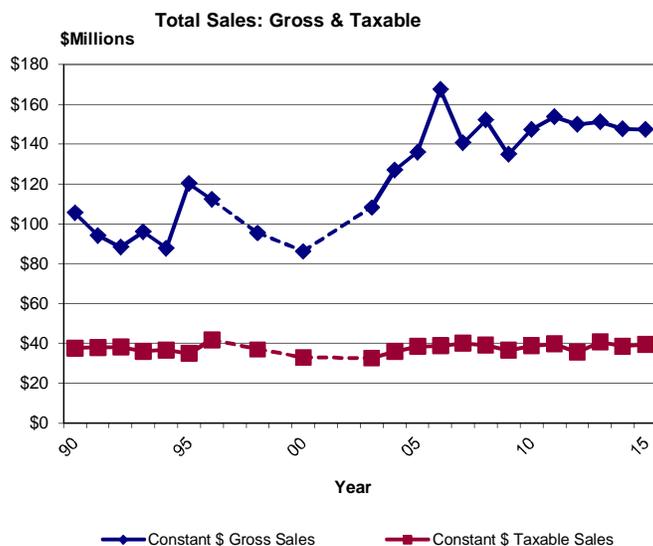
The table below presents gross and taxable retail and services sales for Jackson County from 2003 through 2015. Taxable sales in Jackson County increased 11.4 percent from 2008 to 2015, while the number of firms fell 1.5 percent. Statewide, taxable sales decreased 9.3 percent over the same time period and the number of firms fell 0.7 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 2015 dollars. These figures have been adjusted for inflation to reflect their value in 2015. For example, in 2003, taxable sales in Jackson County totaled \$25.47 million, an amount worth \$32.66 million in 2015 dollars. In constant dollars, gross sales fell 3.2 percent between 2007 and 2015. Constant dollar taxable sales increased 1.4 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2015 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
2003	11,170	\$84.44	\$25.47	\$108.25	\$32.66	285	\$2,280	0.26
2004	11,234	\$101.49	\$28.66	\$126.87	\$35.83	294	\$2,551	0.28
2005	11,182	\$111.47	\$31.48	\$135.94	\$38.39	278	\$2,815	0.30
2006	11,150	\$142.19	\$32.85	\$167.28	\$38.65	276	\$2,946	0.31
2007	10,883	\$122.28	\$34.76	\$140.55	\$39.95	283	\$3,194	0.33
2008	10,734	\$138.51	\$35.43	\$152.21	\$38.93	274	\$3,301	0.35
2009	10,786	\$121.38	\$32.85	\$134.86	\$36.50	270	\$3,046	0.34
2010	10,270	\$135.58	\$35.73	\$147.37	\$38.84	269	\$3,479	0.39
2011	10,203	\$147.66	\$37.99	\$153.81	\$39.57	269	\$3,723	0.40
2012	10,279	\$146.92	\$34.92	\$149.92	\$35.64	252	\$3,398	0.35
2013	10,265	\$149.60	\$40.15	\$151.11	\$40.56	277	\$3,912	0.45
2014	10,266	\$147.68	\$38.57	\$147.68	\$38.57	272	\$3,757	0.43
2015	10,113	\$147.35	\$39.47	\$147.35	\$39.47	270	\$3,903	0.43
7 yr Change '08 to '15	-5.8%	6.4%	11.4%	-3.2%	1.4%	-1.5%	18.3%	25.1%
3 yr Change '12 to '15	-1.6%	0.3%	13.0%	-1.7%	10.8%	7.1%	14.9%	23.0%

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

Jackson County: Retail/Service Sales in Constant Dollars



Jackson County Selected Components of Change*, 2012 to 2015

Category	Taxable Sales 2012	Taxable Sales 2015	Dollar Change	Percent Change
Vehicles & Parts	\$1,714,938	\$2,137,620	+\$422,682	+24.65%
Furniture Stores	NA	NA	NA	NA
Electronics	NA	NA	NA	NA
Building Materials	\$6,332,350	\$5,381,129	-\$951,221	-15.02%
Food, Groceries	\$3,167,418	\$3,198,788	+\$31,370	+0.99%
Health, Personal Stores	NA	NA	NA	NA
Gas/Convenience Store	\$4,728,760	\$4,851,865	+\$123,105	+2.60%
Clothing	\$33,128	\$11,948	-\$21,180	-63.93%
Leisure Goods	\$23,513	\$114,965	+\$91,452	+388.94%
General Merchandise Stores	NA	NA	NA	NA
Miscellaneous Retail	\$4,693,545	\$4,343,418	-\$350,127	-7.46%
Accommodations	\$2,436,482	\$2,897,131	+\$460,649	+18.91%
Eating & Drinking Places	\$6,412,361	\$7,439,888	+\$1,027,527	+16.02%
Total Retail and Services Sales	\$34,923,037	\$39,473,150	+\$4,550,113	+13.03%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2012 - 2015

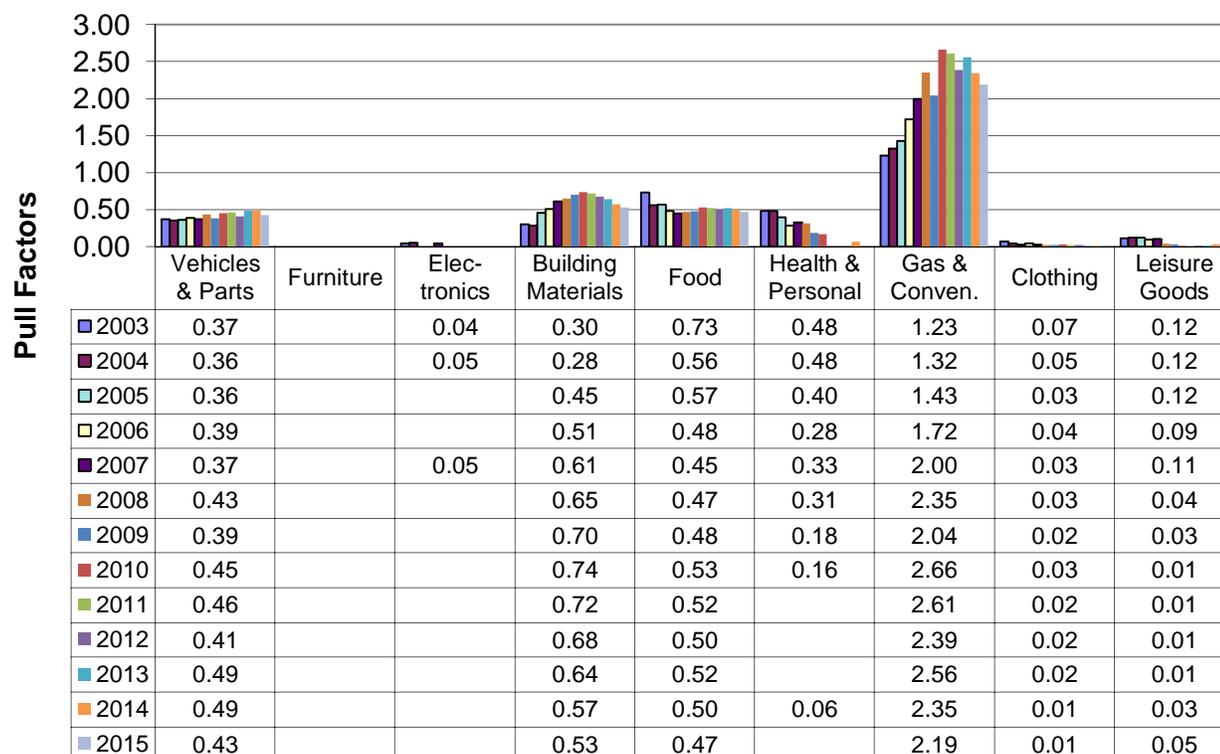


Pull Factors By Merchandise Category

Jackson County

The following tables and charts depict pull factors in Jackson County from 2003 to 2015* 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)



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.

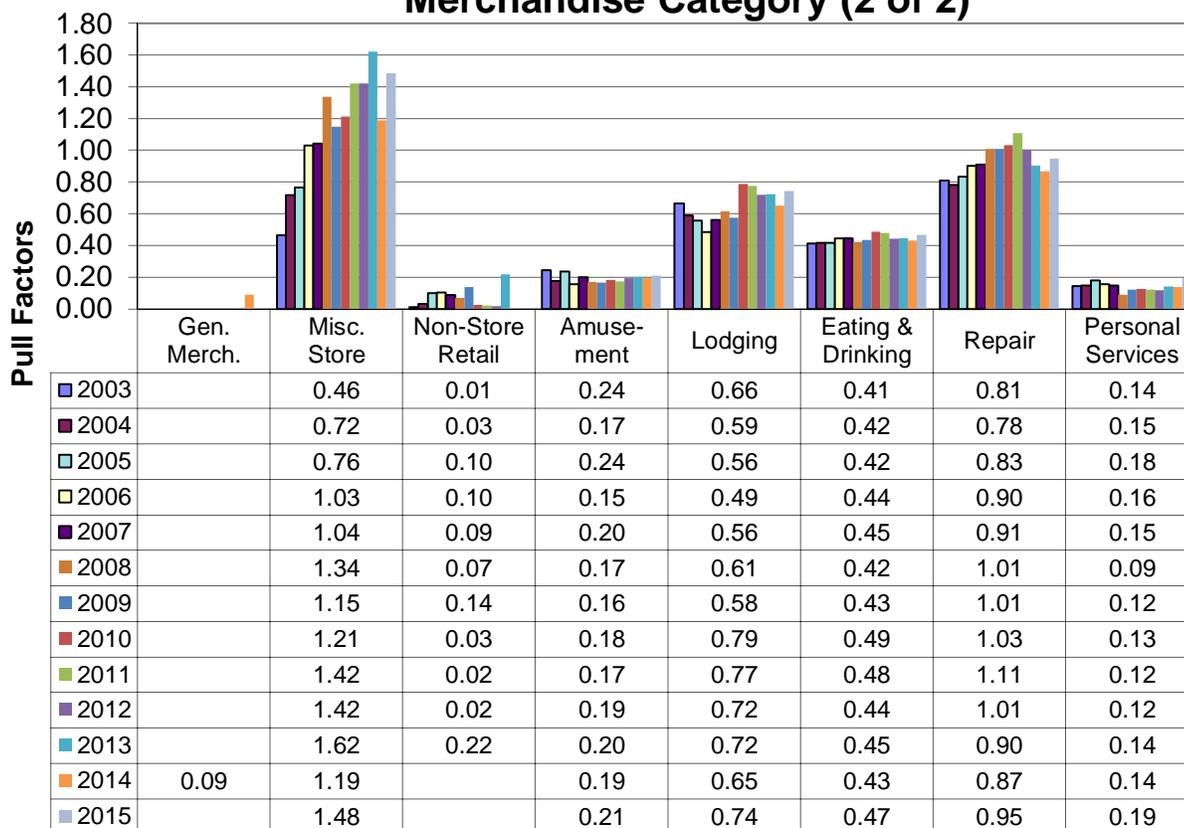
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Jackson County

The following tables and charts depict pull factors in Jackson County from 2003 to 2015* 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 (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,

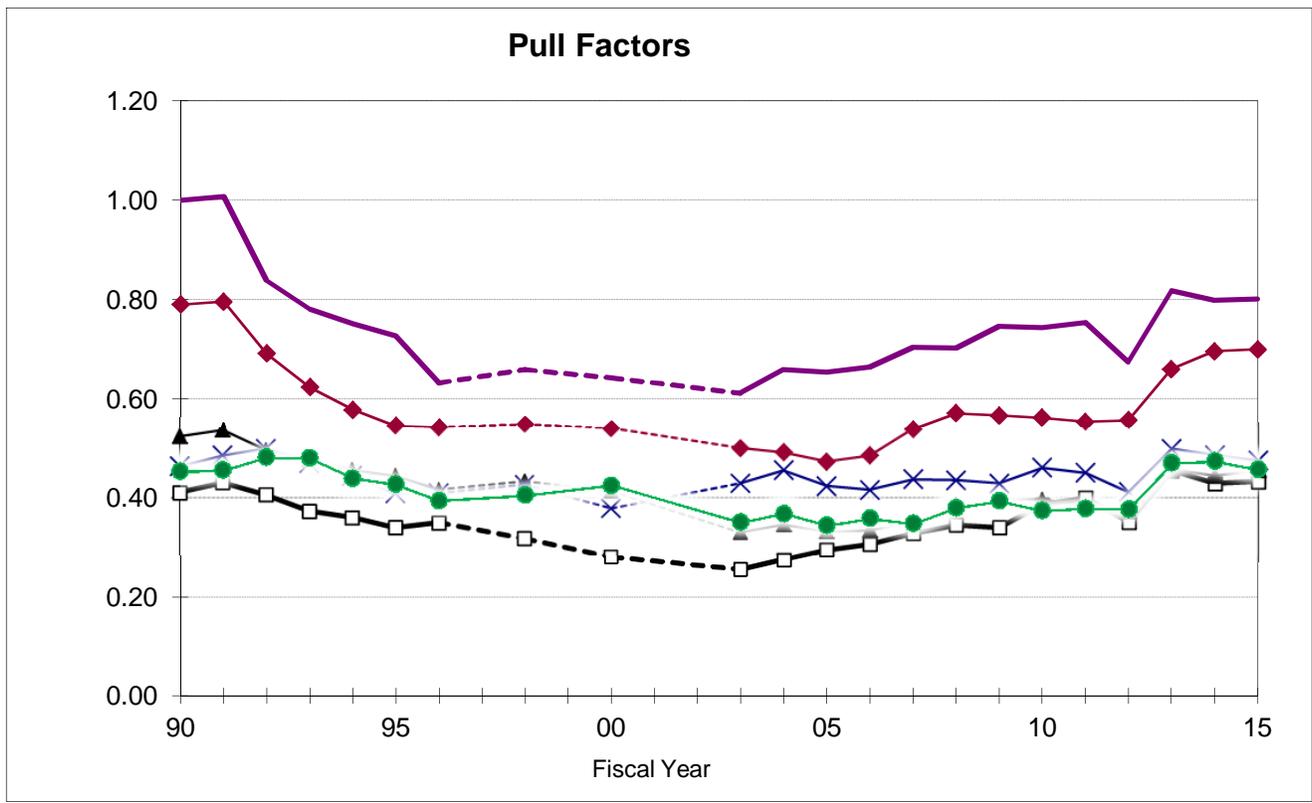
Repair: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

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

Jackson County



Comparison with Neighboring Counties, 2015

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Jackson County	10,113	\$147.35	\$39.47	270	\$3,903	0.43
Cottonwood County	11,575	\$136.33	\$47.49	287	\$4,103	0.45
Faribault County	13,945	\$156.34	\$59.69	371	\$4,281	0.47
Martin County	20,122	\$462.21	\$127.07	518	\$6,315	0.70
Nobles County	21,743	\$443.54	\$157.14	470	\$7,227	0.80
Rock County	9,601	\$206.46	\$39.63	199	\$4,128	0.46

Trade Area Analysis of Retail Sales

Jackson 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, 2015

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	\$5.14	\$2.14	-\$3.00	-58.4%	-5,904	6	5.4%
Furniture Stores	\$2.79	NA	NA	NA	NA	NA	NA
Electronics	\$3.06	NA	NA	NA	NA	NA	NA
Building Materials	\$10.48	\$5.38	-\$5.10	-48.6%	-4,919	10	13.6%
Food, Groceries	\$6.99	\$3.20	-\$3.79	-54.2%	-5,484	10	8.1%
Health, Personal Stores	\$1.31	NA	NA	NA	NA	NA	NA
Gas/Convenience Store	\$2.27	\$4.85	+\$2.58	+113.8%	11,504	10	12.3%
Clothing	\$1.87	\$0.01	-\$1.86	-99.4%	-10,048	4	0.0%
Leisure Goods	\$2.46	\$0.11	-\$2.35	-95.3%	-9,641	9	0.3%
General Merchandise Stores	\$10.94	NA	NA	NA	NA	NA	NA
Miscellaneous Retail	\$3.00	\$4.34	+\$1.34	+44.7%	4,520	42	11.0%
Amusement & Recreation	\$3.12	\$0.63	-\$2.49	-79.8%	-8,066	5	1.6%
Accommodations	\$4.01	\$2.90	-\$1.11	-27.7%	-2,799	11	7.3%
Eating & Drinking Places	\$16.37	\$7.44	-\$8.93	-54.6%	-5,517	20	18.8%
Repair, Maintenance	\$2.60	\$2.40	-\$0.20	-7.8%	-789	35	6.1%
Personal Services, Laundry	\$1.61	\$0.30	-\$1.30	-81.1%	-8,203	25	0.8%
Total Taxable Retail & Service*	\$93.70	\$39.47	-\$54.22	-57.9%	-5,853	270	100.0%

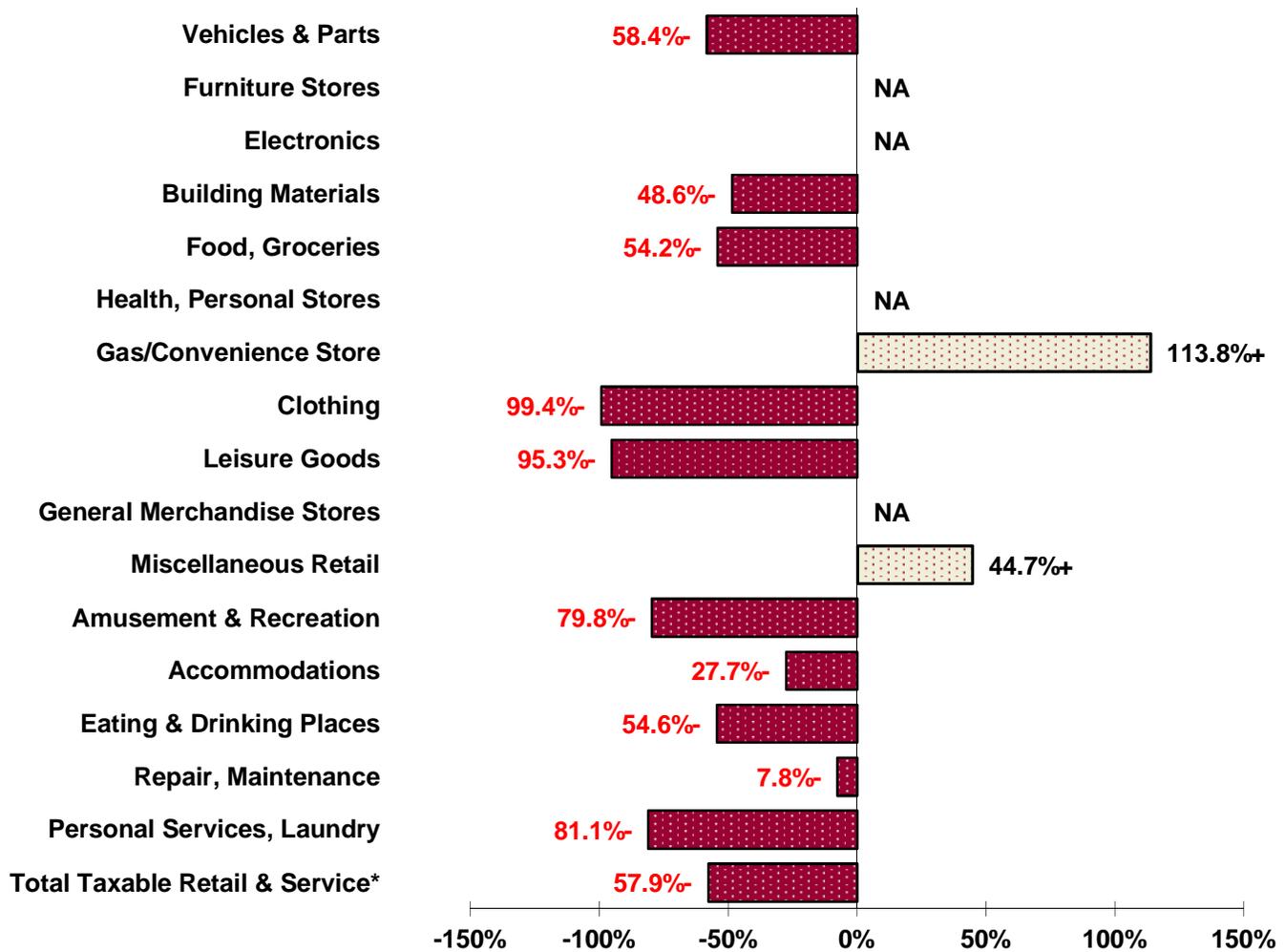
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Jackson County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Jackson County's actual sales were above or below potential sales in 2015 by merchandise group. Of the 12 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 113.8 percent surplus. Overall, Jackson County had a retail sales leakage of 57.9 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, 2015

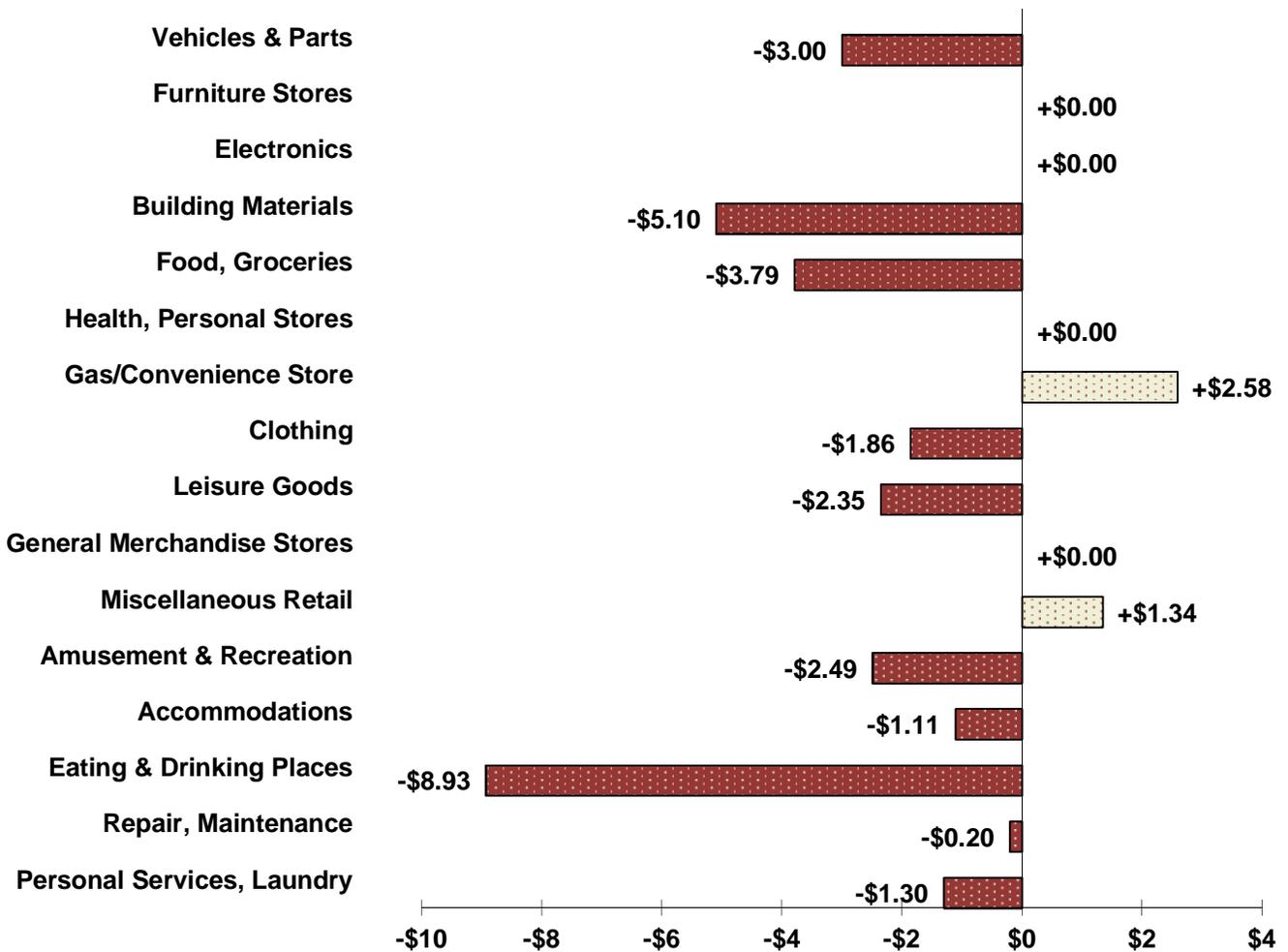


Jackson County Retail Trade Performance in Dollars

The chart below depicts the dollar amount Jackson County's actual sales were above or below potential sales in 2015 by merchandise group. Of the 12 merchandise categories with reported data, sales in 2 of the categories were above the calculated potential. The strongest merchandise group by this standard is the Gasoline Stations category, which has a \$2.6 million surplus. Overall, Jackson County had a retail sales leakage of \$54.2 million in 2015.

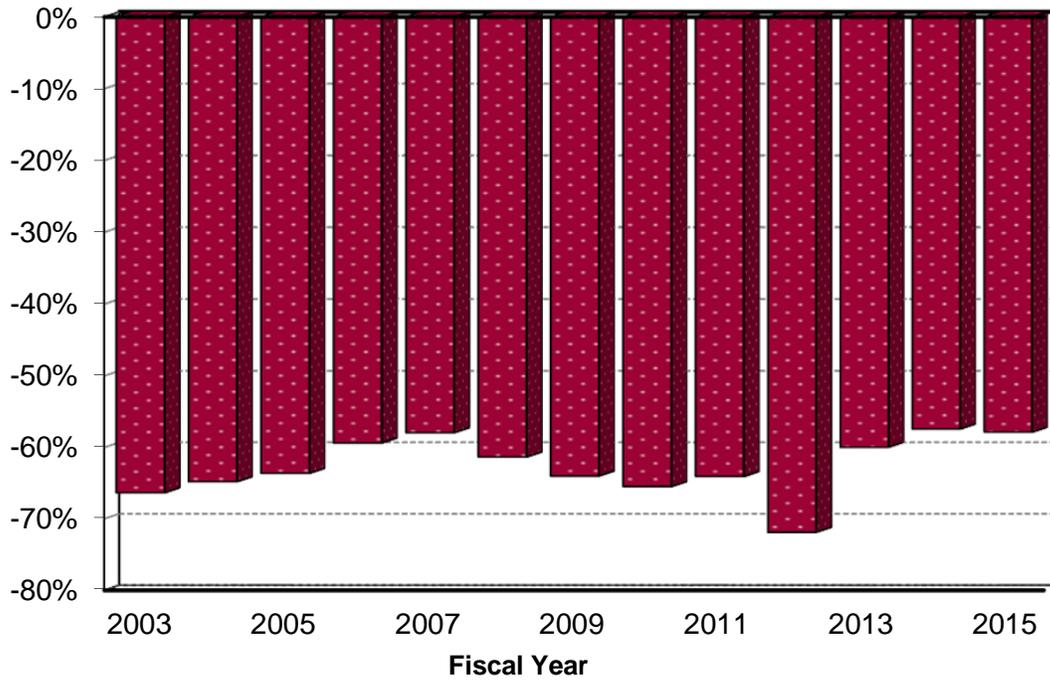
It is important to note that variations in a county's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause 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.

Millions of \$ Above or Below Potential Sales, 2015



Jackson 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	11,170	0.76	\$75.7	\$25.5	-\$50.2	-66.4%	-7,411
2004	11,234	0.78	\$81.4	\$28.7	-\$52.8	-64.8%	-7,280
2005	11,182	0.81	\$86.6	\$31.5	-\$55.1	-63.6%	-7,116
2006	11,150	0.76	\$80.9	\$32.8	-\$48.0	-59.4%	-6,620
2007	10,883	0.78	\$82.6	\$34.8	-\$47.9	-57.9%	-6,306
2008	10,734	0.89	\$91.7	\$35.4	-\$56.2	-61.3%	-6,585
2009	10,786	0.94	\$91.3	\$32.9	-\$58.4	-64.0%	-6,904
2010	10,270	1.12	\$103.5	\$35.7	-\$67.8	-65.5%	-6,725
2011	10,203	1.11	\$105.8	\$38.0	-\$67.8	-64.1%	-6,538
2012	10,279	1.25	\$124.2	\$34.9	-\$89.3	-71.9%	-7,390
2013	10,265	1.13	\$100.3	\$40.2	-\$60.2	-60.0%	-6,158
2014	10,266	1.01	\$90.6	\$38.6	-\$52.0	-57.4%	-5,896
2015	10,113	1.03	\$93.7	\$39.5	-\$54.2	-57.9%	-5,853

State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services 2015

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.

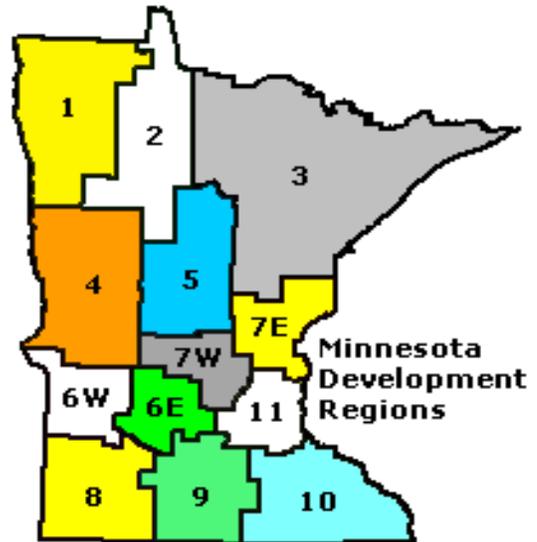
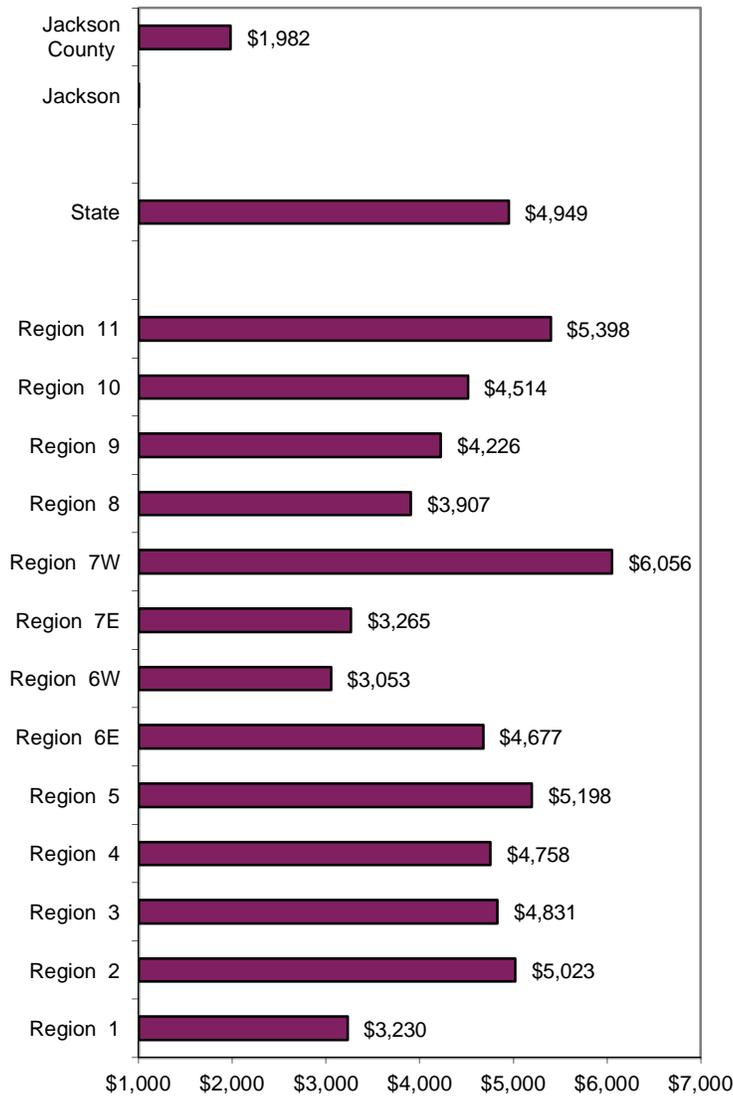
Business Activity / Store Type NAICS	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	Jackson
RETAIL TRADE					
441 Vehicles, Parts	2,008	1,459	\$495.15	\$486.19	NA
442 Furniture Stores	3,225	3,143	\$268.60	\$176.68	NA
443 Electronics	4,187	4,225	\$295.00	\$143.13	NA
444 Building Materials	2,769	1,855	\$1,010.15	\$1,106.89	NA
445 Food and Beverage Stores	1,603	1,419	\$673.77	\$557.88	NA
446 Health, Personal Stores	3,118	3,383	\$126.06	\$79.52	NA
447 Gas/Convenience Stores	2,755	2,001	\$218.84	\$266.49	NA
448 Clothing & Accessory Stores	1,611	1,934	\$180.58	\$84.01	NA
451 Leisure Goods	1,585	1,417	\$237.58	\$168.91	NA
452 General Merchandise	4,733	3,538	\$1,054.45	\$1,134.99	NA
453 Miscellaneous Merchandise	520	434	\$289.42	\$219.61	NA
454 Non-store Retail	968	914	\$99.38	\$87.10	NA
Retail Total			\$4,948.97	\$4,511.40	\$0.00
INFORMATION					
511 Publishing Industry	10,330	12,717	\$3.90	\$1.41	
512 Movie & Recording Industry	11,081	18,787	\$35.89	\$24.37	
515 Broadcasting	46,094	29,174	\$13.63	\$8.76	
516 Info -Internet Publ/Brcst	8,452		\$357.50	\$0.00	
517 Telecommunications	8,452	8,350	\$357.50	\$235.89	
518 Internet Service	13,782	25,831	\$18.23	\$1.17	
519 Other Information Services	5,388	5,701	\$48.26	\$41.22	
FINANCE AND INSURANCE					
522 Credit Intermediation	8,400	6,794	\$28.39	\$7.30	
523 Securities, Commodities	18,044	33,511	\$2.53	\$0.71	
524 Insurance Carriers	10,589	14,849	\$0.78	\$0.49	
525 Funds, Trusts	156,721	165,321	\$0.76	\$0.46	
REAL ESTATE AND RENTAL AND LEASING					
531 Real Estate	2,424	3,006	\$35.53	\$30.96	
532 Rental, Leasing Services	3,669	3,285	\$162.88	\$70.42	
533 Lessors Nonfinancial Assets	249,329	309,977	\$0.32	\$0.29	
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES					
541 Prof, Scientific, Technical Services	479	731	\$172.88	\$80.31	
Mgmt Of Companies	26,757	48,624	\$32.82	\$4.30	
ADMINISTRATIVE & SUPPORT; WASTE MGMT & REMEDIATION SVCS					
561 Admin, Support Services	575	599	\$275.59	\$141.88	
562 Waste Mgmt, Remediation	13,645	9,538	\$2.58	\$2.25	
EDUCATIONAL SVCS; HEALTH & SOCIAL ASSISTANCE					
611 Educational Services	4,149	4,460	\$18.94	\$15.52	
621 Health -Ambulatory Care	1,049	1,300	\$18.76	\$15.05	
622 Health -Hospitals	37,315	25,049	\$16.41	\$15.29	
623 Health -Nursing,Residential Care	10,468	8,406	\$2.96	\$2.89	
624 Health -Social Assistance	11,015	11,221	\$3.08	\$4.68	
ARTS, ENTERTAINMENT & RECREATION					
711 Performing Art, Spectator Sports	2,221	2,610	\$71.06	\$12.64	
712 Museums, Historical Sites	30,305	20,326	\$4.29	\$1.79	
713 Amusement, Gambling, Recr	2,396	1,945	\$301.18	\$143.54	NA
ACCOMMODATION & FOOD SERVICES					
721 Accommodation	2,170	1,196	\$386.21	\$369.99	NA
722 Food Services, Drinking Places	487	473	\$1,578.36	\$1,173.73	NA
OTHER SERVICES					
811 Repair, Maintenance	651	468	\$250.79	\$264.03	NA
812 Personal, Laundry Service	636	566	\$155.04	\$54.26	NA
813 Religious, Civic, Professional Orgs	2,643	2,138	\$33.86	\$37.29	
814 Private Households	88,472	95,378	\$0.20	\$0.16	
921 Exec., Legisla., Other Govt	7,704	4,460	\$51.12	\$64.81	
TOTAL RETAIL AND SERVICES			\$9,033.73	\$7,339.34	

Compare the Community to the Region

Jackson and Jackson 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.

2015 Retail Sales per capita



Minnesota Taxable Sales per Capita, 2003 to 2015

Adjusted for Inflation

