

Strong and Growing Market Sectors

Douglas County and City of Superior over-perform in taxable sales with an overall pull factor of 1.122 (2016).

Douglas County

Trade Area Analysis

Shift in Trade Between 2005 and 2016

Strong and Growing Sectors



Merchant Wholesalers, Non-Durable Goods

Wholesale of non-durable goods is strong in Douglas County, with a 1.515 pull factor, which represented nearly \$3 million in surplus sales over expected sales (based on per capita population). This surplus is over \$10.6 million when durable goods are included.



Food and Beverage Stores

Food and beverage store sales are strong in Douglas County, with a \$2.7 million surplus over expected per capita sales. Even with these strong sales, representing a 1.44 pull factor, we believe there is room for growth in this sector, with populated areas being under-served.



Professional, Scientific, and Technical Services

This sector has grown rapidly in recent years, with over \$15 million in taxable sales in 2016. Douglas County is performing better than expected with a 1.038 pull factor.

Under-performing and Growing Sectors



Sporting, Hobby, Books, and Music Stores

This sector is under-served in Douglas County, however from 2006 to 2015 retail leakage has decreased, and showing signs of strengthening.



Rental and Leasing Services

From 2006 to 2016, this sector has seen strong growth. This sector includes automobiles, computers, consumer goods, and industrial machinery rental and leasing.

About this data: Because sales tax data are used one must keep in mind that the analysis focuses only on taxable sales and may not reflect the total level of activity in the county. Using Pull Factors and measures of Surplus and Leakage the relative strengths, and weaknesses, of local retail markets are identified.

Prepared by UW-Extension:

Trade Area Analysis by Dr. Steven Deller, and localized by Dr. James Anderson.

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Douglas County Trade Area Analysis



THE DEVELOPMENT
ASSOCIATION

Retail and Services Opportunities

Based on trade area analysis using 2016 data, the following retail and service businesses are under-performing or experience significant leakage.



Accommodations

Douglas County is under-performing with a pull factor of .702 for accommodations. Travel and tourism is strong in the Twin Ports, and the City of Superior has an opportunity to seize a larger piece of lodging and accommodations spending.



Clothing and Clothing Accessories

With a pull factor of .227, Douglas County experiences significant leakage in clothing and clothing accessories sales. With the loss of two stressed big-box retailers, this is a unique opportunity for one or more retailers to fill.



Furniture Stores

Furniture is another niche opportunity in Douglas County, with leakage indicated by a pull factor of .476, and significantly higher sales tax in Minnesota - a unique opportunity presents itself in this retail sector.



Health and Personal Care Stores

Even with national retailers moving in to fill the health care needs, the pull factor of .773 demonstrates that this retail segment still experiences significant leakage. With the movement to healthier lifestyles and organic products, a niche retailer could really succeed here.



Sporting Goods, Hobby, Books, and Music Stores

With a pull factor of .80 this sector experiences modest retail leakage. Currently there is no sporting goods specific store in the City of Superior and this presents an opportunity to capture sales going to other markets.



Electronic and Appliance Stores

With one appliance store in Superior and limited "big box" competition, Superior with a pull factor of .528 is experiencing leakage of about 1/2 of expected sales in this category to other markets.



Amusement and Recreation Businesses

Amusement and recreation is also under-served in Douglas County and Superior with a pull of .719. With a growing and vibrant restaurant and tavern market, this sector is poised for a new entrant.

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