





Retail Trade Industry Profile in WDB 2 –Rural MN CEP Minnesota

There were **1,987 retail trade establishments** providing **24,272 jobs** in the 19 counties of WDB 2 – Rural MN CEP through the 3rd quarter of 2019, according to data from DEED’s Quarterly Census of Employment & Wages program. That is about **13.1% of total employment** in the region, accounting for about 1 in every 7.5 jobs. Five of these retail trade sectors were deemed critical during the StayHomeMN order, while seven sectors were deemed non-critical. Notably, the five critical sectors accounted for just over two-thirds (70.2%) of the retail jobs in the region (see Table 1).

Table 1. WDB 2 – Rural MN CEP Employment Statistics		Qtr. 1 – Qtr. 3 2019 Data			
NAICS Code	NAICS Industry Title	Number of Firms, Q1-Q3	Number of Jobs, Q1-Q3	Total Payroll, Q1-Q3	Avg. Annual Wage, Q1-Q3
0	Total, All Industries	14,347	186,442	\$5,663,025,709	\$40,499
44	Retail Trade	1,987	24,272	\$504,762,433	\$27,728
441	Motor Vehicle & Parts Dealers	281	3,412	\$107,079,358	\$41,848
442	Furniture & Home Furnishings Stores	78	355	\$8,710,988	\$32,717
443	Electronics & Appliance Stores	63	502	\$14,669,963	\$38,938
444	Building Material & Garden Supply Stores (<i>critical</i>)	214	2,732	\$63,608,642	\$31,044
445	Food and Beverage Stores (<i>critical</i>)	213	4,567	\$71,255,498	\$20,803
446	Health and Personal Care Stores (<i>critical</i>)	135	1,147	\$31,000,953	\$36,027
447	Gasoline Stations	283	3,332	\$50,806,822	\$20,333
448	Clothing and Clothing Accessories Stores	129	657	\$8,482,814	\$17,224
451	Sporting Goods, Hobby, Book, and Music Stores	93	674	\$10,895,083	\$21,553
452	General Merchandise Stores	149	5,153	\$99,867,664	\$25,841
453	Miscellaneous Store Retailers	222	1,026	\$18,017,752	\$23,407

Source: DEED Quarterly Census of Employment & Wages

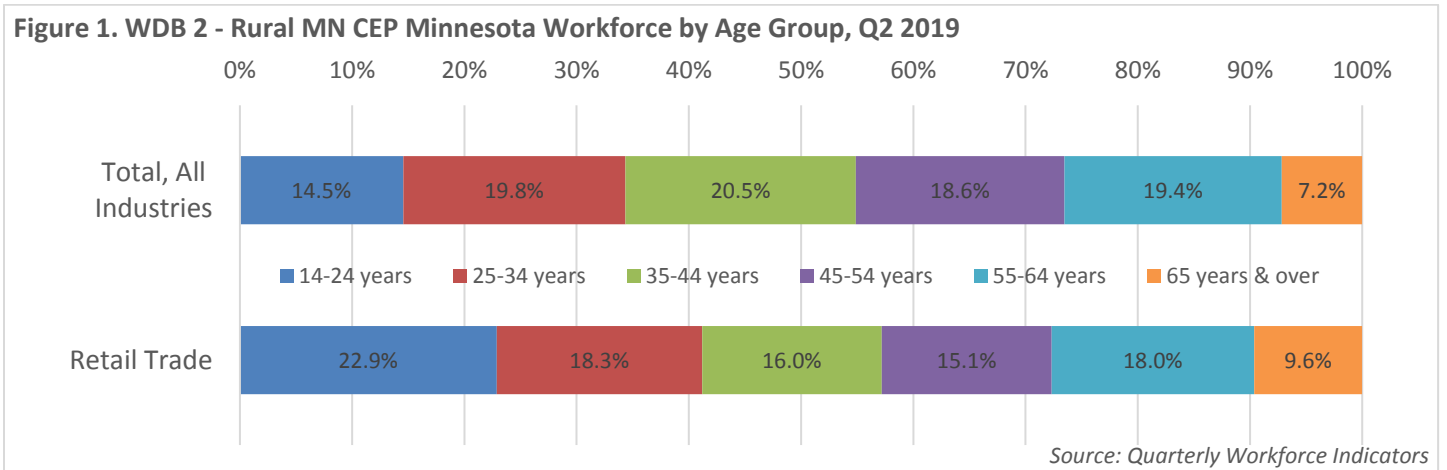
While layoff activity has been scattered in retail trade due to the high concentration of employment in critical sectors, the next major wave of Unemployment Insurance (UI) claims appear to be coming in retail trade. Much like the leisure and hospitality industry which also offers relatively low wages and has seen significant UI activity, with the additional \$600 UI benefit, most workers in retail trade would actually make more money collecting UI than working.

Table 2. WDB 2 – Rural MN CEP Employment Statistics by County, Qtr. 1 - Qtr. 3 2019	 Total, All Industries		 Retail Trade			 Critical*		 Non-critical*	
	Firms	Jobs	Firms	Jobs	Percent	Firms	Jobs	Firms	Jobs
Beltrami Co.	1,235	20,106	192	2,897	14.4%	85	2,021	98	823
Clearwater Co.	229	2,583	33	243	9.4%	13	170	9	24
Hubbard Co.	621	6,255	96	969	15.5%	46	741	40	190
Lake of the Woods	169	1,732	22	215	12.4%	7	102		
Mahnomen Co.	115	1,850	16	110	5.9%	4	32		
EDR 2-Headwaters	2,370	32,528	359	4,435	13.6%	176	3,242	183	1,188
Becker Co.	1,031	14,574	129	1,801	12.4%	60	1,109	68	689
Clay Co.	1,377	19,252	165	2,598	13.5%	84	2,010	80	585
Douglas Co.	1,412	19,378	201	2,769	14.3%	89	1,905	112	861
Grant Co.	261	1,869	26	179	9.6%	16	144		
Otter Tail Co.	1,799	22,884	252	2,638	11.5%	130	1,821	123	814
Pope Co.	355	4,493	47	442	9.8%	25	270	15	141
Stevens Co.	346	5,487	42	469	8.6%	16	193	12	89
Traverse Co.	152	1,173	23	172	14.6%	4	42	4	17
Wilkin Co.	208	1,745	19	100	5.7%	3	33	5	15
EDR 4-West Central	6,941	90,859	903	11,170	12.3%	451	7,821	452	3,345

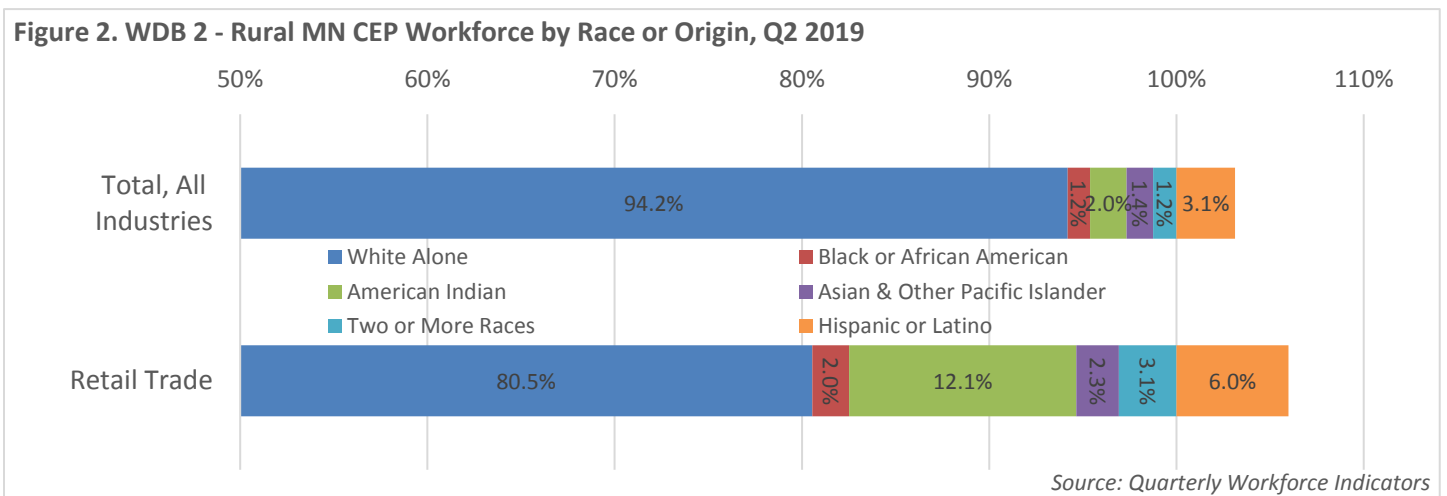
Cass Co.	890	10,594	136	1,200	11.3%	61	687	71	462
Crow Wing Co.	2,153	29,833	341	4,796	16.1%	151	3,080	191	1,714
Morrison Co.	978	10,723	112	1,474	13.7%	67	1,113	36	322
Todd Co.	588	6,448	81	597	9.3%	46	449	20	103
Wadena Co.	427	5,457	54	598	11.0%	34	485	9	51
EDR 5-North Central	5,036	63,056	725	8,667	13.7%	367	5,868	358	2,796

* - Totals may not add up due to disclosure restrictions at the detailed subsector level
Source: DEED Quarterly Census of Employment & Wages

Workers in the retail trade industry are much younger than in all other industries combined. In the second quarter of 2019, more than 40 percent (41.2%) of the retail trade workforce in the Rural MN CEP region was under 35 years of age, compared to just 34.3% across all industries. However, a larger share of retail trade workers were also in the oldest age group in the region, with more than 9.6% being 65 years and over, compared to 7.2% in all industries (see Figure 1).



Retail trade workers in WDB 2 were more racially diverse than the total of all industries combined. Just over 80.5% of all workers in retail trade were white, compared to 94% across all industries. The largest number of minority workers in retail trade in the region were American Indian, and about 6% of workers were of Hispanic or Latino origin (see Figure 2 – please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race).



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