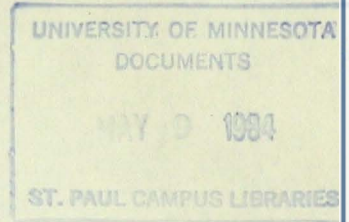


AN ECONOMIC PROFILE OF SOUTHEASTERN  
MINNESOTA  
AND SELECTED COMMUNITIES



BUSINESS MANAGEMENT SEMINAR  
"Your Trade Area"

Caledonia, Minnesota

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Oscar M. Lund, Jr.  
Research Fellow and Extension Economist  
Agricultural Extension Service  
University of Minnesota

# AN ECONOMIC PROFILE

	<u>City of Caledonia</u>	<u>Houston County</u>	<u>Region 10</u>	<u>Minnesota</u>
<b>POPULATION CHARACTERISTICS</b>				
Total Population, 1950 Census	2,243	14,435	286,300	2,982,483
Total Population, 1960 Census	2,563	16,588	321,544	3,413,864
Total Population, 1967 Estimates		16,696	319,424	3,582,000
Total Population, 1985 Projections		16,700	356,400	4,177,000
1967-85 Annual Average Rate of Change, Percent per year		0	+0.61	+0.85
Population Change, 1950-1960				
Percent Total Change		14.9	12.2	14.5
Percent Net Migration		-3.	-4.4	-3.2
Percent Natural Increase		6.8	16.6	17.7
Population Density (persons per square mile), 1960.			51.5	42.7
Percent Urban Population, 1960		31.3	46.1	47.0
Median Age 1960 Total Population		29.0		28.6
Percent 14 years and under, 1960		35.5		32.9
Percent 65 years and over, 1960		11.5		10.4
<b>EDUCATION - 1960</b>				
Median School Years Completed		8.9		10.8
<b>HOUSING - 1960</b>				
Total Housing Units		5,001		1,119,271
Percent in one-unit structures		94.2		80.4
<b>INCOME - 1960</b>				
Median Family Income, 1960		4,326		\$5,573
Percent of Families Receiving less than \$3,000 Income		32.1		21.4
Percent of Families with Incomes of \$10,000 or more		7.6		13.0

EMPLOYMENT	<u>Houston County</u>	<u>Region 10</u>	<u>Minnesota</u>
Total Persons in Labor Force, 1960	5,938		1,303,828
Labor Force Participation Rate (Male)	80.5		79.1
Total Employment			
1940	4,921	93,881	932,000
1950	5,754	111,542	1,144,000
1960	5,659	117,355	1,233,000
Total Agricultural Employment			
1940	2,971	38,082	282,000
1950	2,907	35,984	260,000
1960	2,115	25,628	177,000
Total Non-Agricultural Empl.			
1940	1,950	55,799	649,286
1950	2,847	75,558	884,230
1960	3,544	91,727	1,056,000
Manufacturing Empl. as a Percent of Total Non-Agric. Empl.			
1940	9.74	19.58	17.86
1960	23.22	24.58	22.74
Wholesale & Retail Trade Empl. as a Percent of Non-Agric. Empl.			
1940	28.15	23.71	26.60
1960	24.69	22.24	22.84
Construction Empl. as a Percent of Total Non-Agric. Empl.			
1940	10.15	7.17	5.77
1960	11.51	6.95	6.44
Services Empl. as a Percent of Total Non-Agric. Empl.			
1940	45.44	42.80	39.74
1960	33.97	39.65	39.46
Transportation, Communication, & Public Utilities Empl. as a Percent of Total Non-Agric. Empl.			
1940	6.51	7.22	6.08
1960	6.60	6.97	6.90

AGRICULTURE	Houston County	Region 10	Minnesota
Percent of All Land in Farms			
1959	88.8		60.1
1964	89.0		60.2
Ratio of Commercial Farms to all Farms, 1964	87.5		83.7
Average Size of Farms			
Acres, 1959	217	185.4	211
Acres, 1964	230	203.2	235
Farm Products Sold			
1959	12,381		1,211,750
1964	13,761	44,080	1,375,690

## MANUFACTURING

All Employees, Annual Average			
1958	273		220,788
1963	384	24,100	245,931
Total Establishments			
1958	23		5,317
1963	21	440	5,500
Value Added			
1958 \$ (000)	4,287		2,050,405
1963 \$ (000)	1,265	182,706	2,806,116

## RETAIL TRADE

Total Sales			
1958 \$ (000)	12,365		3,976,493
1963 \$ (000)	13,694	419,960	4,541,290

## WHOLESALE TRADE

Total Sales			
1958 \$ (000)	8,600		6,538,039
1963 \$ (000)	9,517	293,725	8,389,566

## SERVICES

Receipts, All Establishments			
1958 \$ (000)	735		528,535
1963 \$ (000)	799		725,059

WHOLESALE AND RETAIL TRADE (Detail)

	<u>Houston County</u>	<u>Region 10</u>	<u>Minnesota</u>
<b>WHOLESALE TRADE</b>			
Number of Establishments			
1948	23	465	6,126
1963	31	579	6,953
Total Sales \$ (000)			
1948	8,336	155,430	5,077,235
1963	9,517	293,725	8,389,566
Sales Per Establishment			
1948	362.4	334.2	828.80
1963	307.0	507.3	1,206.61
<b>RETAIL TRADE</b>			
Number of Establishments			
1948	195	3,671	35,274
1963	205	3,497	32,467
Total Sales \$ (000)			
1948	10,216	271,444	2,906,062
1963	13,694	419,960	4,541,290
Sales Per Establishment			
1948	52.4	73.9	82.4
1963	66.8	120.1	140.0
Retail Sales by Type \$ (000)			
Apparel			
1948	188	16,717	172,368
1963	329	21,323	221,474
Auto Dealers			
1948	2,109	41,342	457,484
1963	1,322	68,815	750,230
Drug & Proprietary Stores			
1948	182	7,049	78,243
1963	290	14,585	150,107
Eating & Drinking Places			
1948	1,360	21,725	229,678
1963	1,529	29,690	330,935
Food Group			
1948	2,317	50,399	592,255
1963	2,818	91,085	963,094
Furniture			
1948	261	9,758	121,160
1963	330	14,307	176,410
Gasoline Stations			
1948	741	16,959	173,090
1963	1,665	29,131	359,674

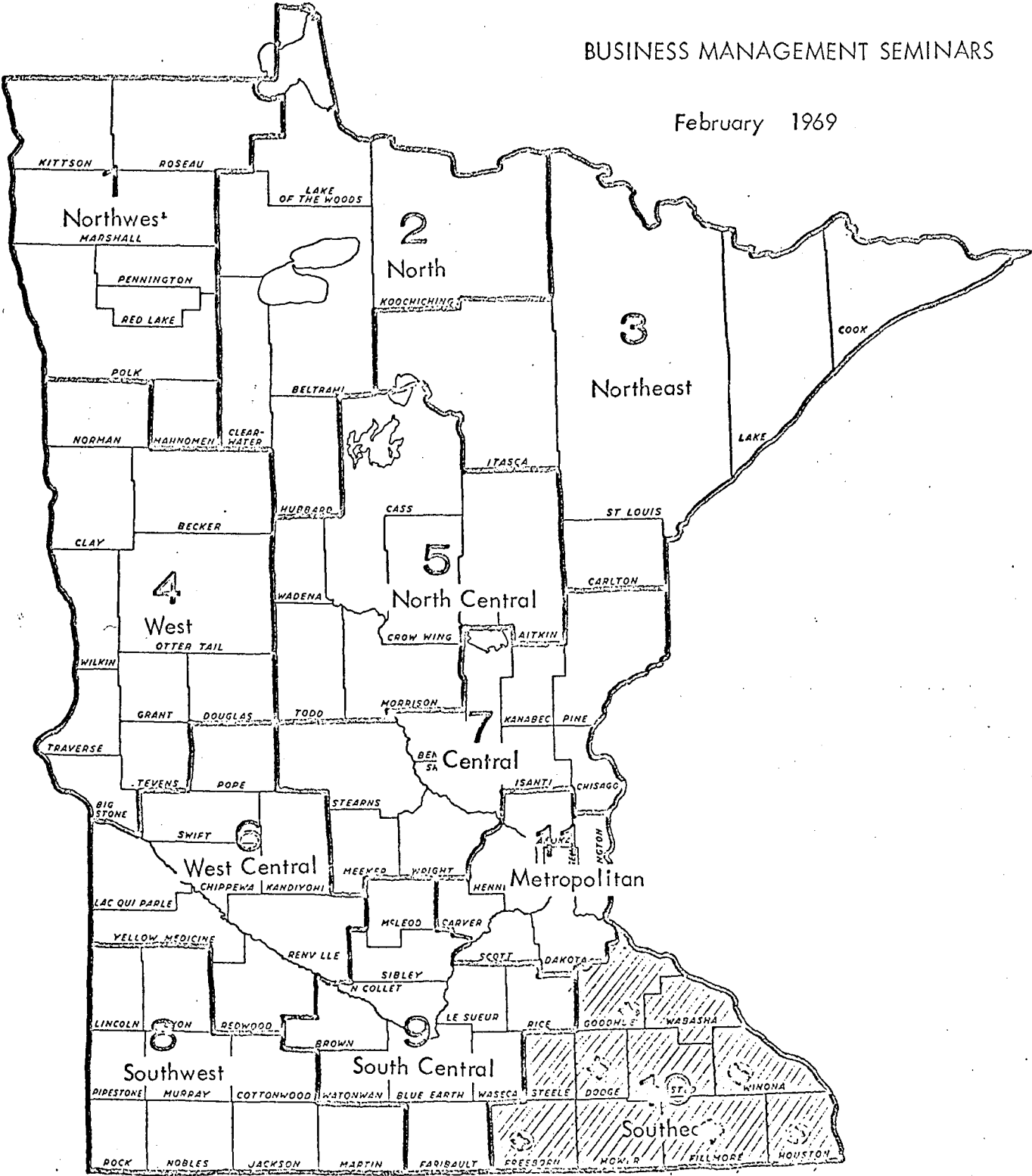
(Retail Trade, cont.)

	<u>Houston County</u>	<u>Region 10</u>	<u>Minnesota</u>
General Merchandise			
1948	131	24,365	443,546
1963	414	37,368	541,699
Lumber, Building Hardware, Farm Equipment Dealers			
1948	2,436	53,338	400,711
1963	2,696	60,143	460,788
Other			
1948	491	29,792	237,527
1963	230	51,442	586,879

Table 1. Employment and Employment Change, by Industry Sector: 1940-1960,  
Region 10; Including Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower,  
Olmsted, Steele, Wabasha, and Winona Counties

Industry Sector	Employment in:				Employment Change: 1960 as % of 1940 (E)
	1940		1960		
	Number (A)	% of Total (B)	Number (C)	% of Total (D)	
1. Agriculture	38,082	40.5	25,628	21.8	67.3
2. Forestry and Fisheries	48	0.1	37	0.0	77.1
3. Mining	150	0.2	218	0.2	145.3
4. Contract Construction	4,000	4.3	6,377	5.4	159.4
5. Food and Kindred Products	6,410	6.8	10,475	8.9	163.4
6. Textile Mill Products	119	0.1	319	0.3	268.1
7. Apparel Mfg.	103	0.1	221	0.2	214.6
8. Lumber Wood Products	221	0.2	793	0.7	358.8
9. Printing and Publishing	846	0.9	1,525	1.3	180.2
10. Chemical and Allied Products	635	0.7	367	0.3	57.8
11. Electrical and Other Machinery	258	0.3	4,714	4.0	1,826.7
12. Motor Vehicles and Equipment	37	0.0	213	0.2	575.7
13. Other Transportation Equipment Mfg.	15	0.0	146	0.1	973.3
14. Other and Miscellaneous Mfg.	2,286	2.4	4,136	3.5	180.9
15. Railroads and Railway Express	1,641	1.7	1,157	1.0	70.5
16. Trucking and Warehousing	904	1.0	1,474	1.3	163.1
17. Other Transportation	243	0.3	677	0.6	278.6
18. Communications	567	0.6	994	0.8	175.3
19. Utilities and Sanitary Services	672	0.7	1,271	1.1	189.1
20. Wholesale Trade	1,786	1.9	2,921	2.5	163.5
21. Food and Dairy Products Stores	2,348	2.5	2,643	2.3	112.5
22. Eating and Drinking Places	2,467	2.6	3,567	3.0	144.6
23. Other Retail Trade	6,630	7.1	11,371	9.7	171.5
24. Finance, Insurance and Real Estate	1,694	1.8	3,255	2.8	192.1
25. Hotels and Other Personal Services	2,927	3.1	3,196	2.7	109.1
26. Private Households	3,833	4.1	3,192	2.7	83.3
27. Business and Repair Services	1,735	1.8	1,925	1.6	110.9
28. Entertainment, Recreation Services	653	0.7	615	0.5	94.2
29. Medical, Other Professional Services	9,030	9.6	17,457	14.9	193.3
30. Public Administration	1,932	2.1	3,204	2.7	165.8
31. Armed Forces	0	0.0	99	0.1	0.0
32. Industry Not Reported	1,609	1.7	3,267	2.8	203.0
<b>Total</b>	<b>93,881</b>	<b>100.0</b>	<b>117,454</b>	<b>100.0</b>	<b>125.1</b>

February 1969



Minnesota Economic Regions